Pinpointe User's Guide

Edition 2.1
October 2008

About This User's Guide

How to Use This User's Guide

This user's guide describes Pinpointe's Graphical User Interface (GUI). It shows you how to use each screen in the GUI.

- Use the Introduction to get a basic overview of Pinpointe.
- Use the Getting Started chapter to start sending emails right away.
- Use the Troubleshooting chapter to diagnose and solve specific problems.
- Use the rest of the user's guide to see in-depth descriptions of Pinpointe's features. The chapters are roughly arranged in order of the frequency with which you are likely to use them when configuring Pinpointe.

Written by Rick Carlile.

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I
INTRODUCTION

This section contains the following chapters:

Introduction

Getting Started

Logging In to Pinpointe

Pinpointe Interface

Introduction

Introducing Pinpointe

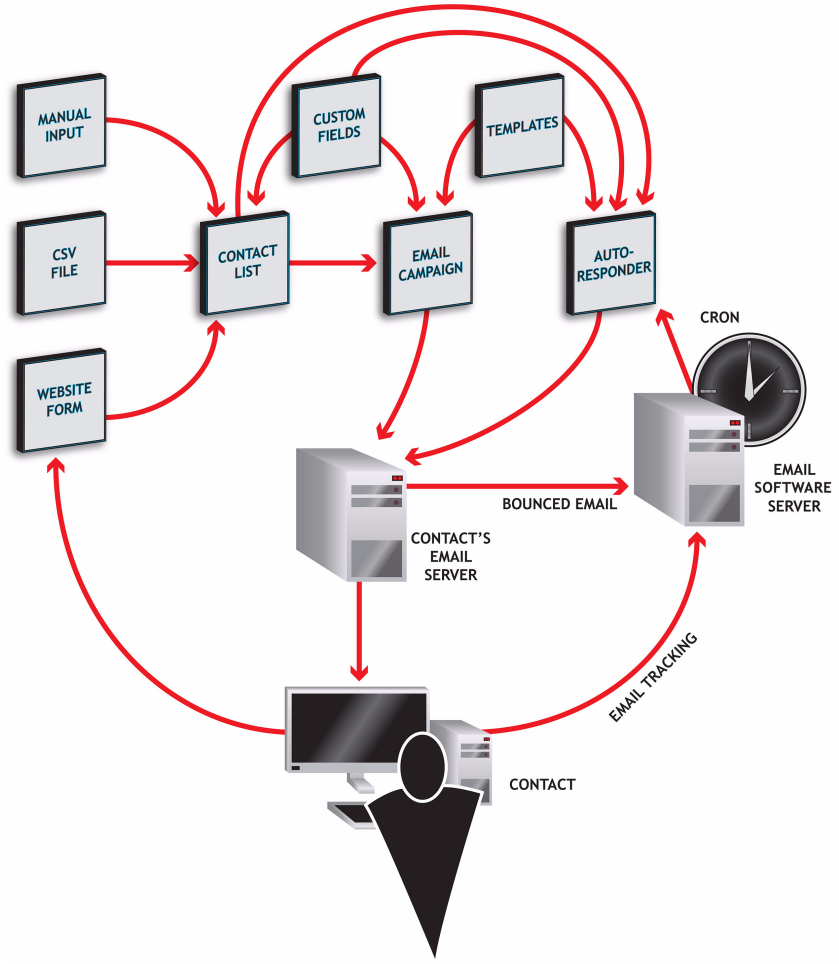
Congratulations on your purchase! Pinpointe gives you an unprecedented ability to create, manage and automate large-scale email marketing campaigns, mailing lists, and automatic responses.

Note: If you want to start using Pinpointe to send out emails right away, see Getting Started.

Pinpointe Overview

Here's an overview of how Pinpointe works. The figure below shows how Pinpointe's most important components interact. The rest of this chapter describes the components in this figure.

Figure 1 Pinpointe Overview



Contacts

Contacts are the people about whom you store information in Pinpointe. These are the people to whom you send emails.

Contact lists

Pinpointe stores all of your contacts in contact lists.

You can have multiple contacts lists, and you can configure each contact list to work in a different way. For example, you can configure one contact list to send out automatic emails to its members every month, and configure another list to take no automatic action. You can also configure information differently for each contact list (such as the "from" address of the emails you send out, and your company name).

Manual Input, CSV Files and Website Forms

There are three ways to add contacts to a contact list: by inputting them manually one-by-one, by uploading a CSV (Comma-Separated Value) file with information on multiple contacts, or by having contacts fill out a form on your website.

Note: You can output a CSV file from many database and spreadsheet applications (Microsoft Excel, for example). When you upload a CSV file to Pinpointe, you can specify how Pinpointe should populate the contact list with the information in the file.

Pinpointe helps you create forms you can put on your website to let your customers sign up for your newsletter or emails.

Note: You can design forms in Pinpointe, and then paste the HTML directly into your web pages. You can also put some kinds of forms into the emails you send out.

There are three ways to add contacts to a contact list: by inputting them manually one-by-one, by uploading a CSV (Comma-Separated Value) file with multiple contacts' information, or by having contacts fill out a form on your website.

Note: You can output a CSV file from many database and spreadsheet applications (Microsoft Excel, for example). When you upload a CSV file to Pinpointe, you can specify how it should populate the contact list with the information in the file.

Templates

Use HTML and plain-text templates to form the basis of your email campaigns. Templates make your emails attractive and promote your brand identity.

Either use the templates included with Pinpointe, which are designed specifically to display correctly in all popular email clients, or design your own using Pinpointe's fully-featured HTML development editor and plain-text editor.

Email Campaigns

Email campaigns are the emails that you send out from Pinpointe to the people on a contact list.

Email campaigns are based on an HTML or plain-text template, and are sent to members of a contact list. You control when you send email campaigns; you can send them at the click of a button, or schedule them to be sent out at a specific point in the future.

Autoresponders

Like email campaigns, autoresponders are emails based on HTML or plain-text templates. However, autoresponders are sent out automatically at pre-defined intervals after a contact is added to a contact list.

For example, you may want to send out one autoresponder as soon as contacts are added to the list ("Thanks for joining our mailing list!") and another a month or a year after they join ("You've been reading our daily newsletter for 30 days now; tell us what you think!").

Custom Fields

Custom fields are variables that are added to a contact list. You can add any kind of variable you want ("City", "Date of birth", "Zip code", "Hat size" - whatever you need). When you add a custom field to a contact list, you can then add it in to an email campaign.

Pinpointe already has a lot of built-in custom fields that you can use to personalize your emails. For example, if you required that a contact fills in a "First name" field in the website form, you can then send out an email that automatically addresses the contact as "Dear Joe". This function is similar to the "mail merge" feature found in some word processing and database applications

Note: If you are going to use custom fields in emails, it is strongly recommended that you make them mandatory (a contact must fill them in to sign up). This way, you can be sure that you will have no embarrassing gaps in your emails.

Email Tracking

Pinpointe allows you to track and view a variety of information about the emails you send; how many are opened (and when), how many links are clicked in each one (and which link was clicked), and so on.

Bounce Tracking

Bounced emails are those that never reach their destination.

This can happen for numerous reasons. However, if you keep sending emails to an address that does not accept them, there is a danger that your email server could be blacklisted (making it much more difficult to send subsequent emails to anybody). To avoid this, Pinpointe can track bounced emails, discover why they were bounced, and automatically act by deactivating contact's email addresses. The contact's details remain in the list, but emails are no longer sent.

Pinpointe can tell the difference between emails that bounced for temporary reasons (a contact's inbox was full, for example) and those that bounced for permanent reasons

(the account does not exist, for example). Pinpointe can then take different action depending on the type of bounce that occurred.

Cron

Cron (an abbreviation of "chronograph") is a program that activates other programs, commands and processes at pre-determined times and intervals. It is a way of scheduling tasks to happen automatically. Pinpointe server uses cron jobs to take care of sending out scheduled emails, handling autoresponders and bounced emails, and a variety of other tasks.

Getting Started

Use this chapter if you want to start sending out emails right away. The steps in this chapter show you how to set up a list of your contacts, and send emails to them.

Note: Pinpointe should already be set up and configured on your server. If you are in doubt, check with your system administrator or whoever is in charge of the server.

Steps marked with a red asterisk (*) are necessary. The other steps are not necessary, but allow you to perform additional, useful tasks.

Follow the links to other parts of this user's guide for information on how to complete each step.

1. **Log in to Pinpointe**. *

   Use your username and password to access Pinpointe.

   See Logging Into Pinpointe.

2. **Set up a contact list**. *

   Create a list to hold information about your contacts (the people to whom you send your emails). You can also configure the following:

   - Your name, email address, and other personal details.
   - Your company's name, address and phone number.
   - Where bounced emails should be sent.
   - Which custom fields you want to use (see step 3).
   - Which fields you want to see when you view the list.

   See Creating and Editing Contact Lists.

3. **Create custom fields**.

   If you want to collect a specific type of information about your contacts, you can create a custom field to hold the information.

   - You can specify the kind of field you want to make (text box, drop-down list, check box, and so on), and a variety of other settings.
   - You can also specify whether or not the field should be mandatory (if a field is mandatory, it must be filled in before you can successfully add a contact to the list).

   See Creating and Editing Custom Fields.

Note: Skip this step if you do not want to collect information that is not covered by the built-in fields.

4 **Add contacts to your contact list**. *

Manually add information about one or more people to whom you want to send emails. You can also upload a file containing contacts' information, if you have one.

See Adding or Editing a Contact.

5 **Create a signup form**.

Use Pinpointe to create an HTML form you can add to your website that allows people to add their information to your contact list.

See Creating and Editing Forms. Skip this step if you do not want to allow people to sign up to join your contact list.

6 **Place the signup form on your website**.

Add the HTML form you created in step 5 to a page on your website.

See Adding a Form to Your Website. Skip this step if you did not create a form in step 5.

7 **Create an email campaign**. *

Email campaigns control the emails you sent to the contacts on your contact list.

- Specify whether you want to send an HTML email, a plain-text email, or both (known as "multipart").
- Design the HTML and/or text components of the campaign. Use the built-in templates, modify a template, or build your own from scratch.
- Write your email's text content.
- Use custom fields, if required.
- Activate the email: allow it to be sent to your contacts.
- Validate your email, if required: check how it looks in popular email clients.
- Preview your email, if required: send a test copy to your own email address.
- Save the campaign.

See Creating and Editing Email Campaigns.

8 **Send your campaign to your contacts**. *

Select the contact list to which you want to send the email campaign, and send it out to the contacts belonging to the list.

See Sending Email Campaigns.

9 **Check statistics about your campaign**.

Find out how many of your emails reached their targets successfully, how many were opened, and a variety of other statistics.

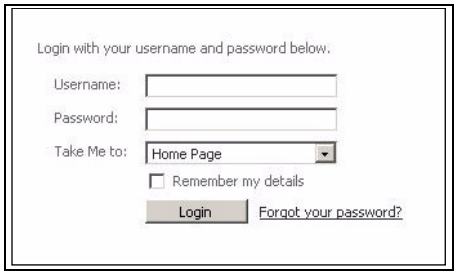
See Viewing Email Campaign Statistics. Skip this step if you do not want to view statistics about your campaign.

Logging In to Pinpointe

Take the following steps to log in to Pinpointe.

1 Open your Internet browser and enter Pinpointe's URL in the address bar. Hit **Enter** or click **Go**.

Figure 2 Login Screen



2 Enter your **Username** and **Password**.

3 Select the screen you want to see once you have logged in.

- **Home page**: see Using The Home Screen.
- **My contacts**: see Viewing and Managing Contacts.
- **My contact lists**: see Viewing and Managing Contact Lists.
- **My segments**: see Creating, Editing and Viewing Segments.
- **My email campaigns**: see Viewing and Managing Email Campaigns.
- **My autoresponders**: see Viewing Autoresponders.
- **My campaign statistics**: see Viewing Email Campaign Statistics.

4 If you want Pinpointe to remember your **Username** and **Password,** click **Remember my details**. If you do not want Pinpointe to remember your details, leave this box unchecked.

Note: Select **Remember my details** only when you are the only person with access to the computer you are using. NEVER select this on a public computer. Failure to adequately protect the details of your contacts may contravene your local data protection laws.

5 Click **Login**. If your **Username** and **Password** are correct, the screen you selected in step 3 displays.

Note: If you forgot your password, click the **Forgot your password** link. A screen displays in which you can enter your **Username**. Click **Send email**. An email is sent to the email address you registered with Pinpointe. You can click a link in the email to regain access to Pinpointe.

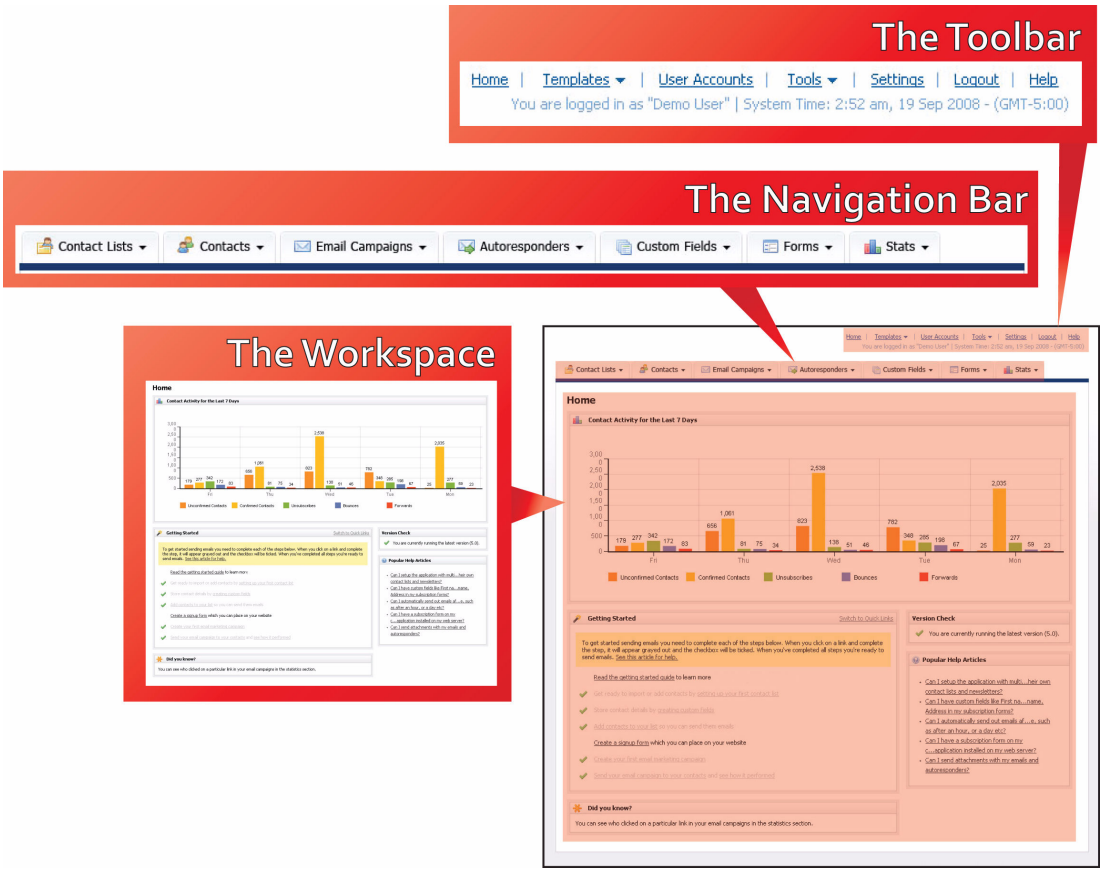
Pinpointe Interface

This chapter discusses Pinpointe's Graphical User Interface (GUI). The GUI lets you control every aspect of Pinpointe.

Pinpointe Interface at a Glance

The GUI is divided up into three parts.

Figure 3 Pinpointe Interface at a Glance



- See The Toolbar for more information on the toolbar.
- See The Navigation Bar for more information on the navigation bar.
- The fields that display in the workspace depend on the screen you are currently viewing. The Navigation Bar and The Toolbar sections of this user's guide deal with the workspace.

Tooltips and Knowledge Base Links

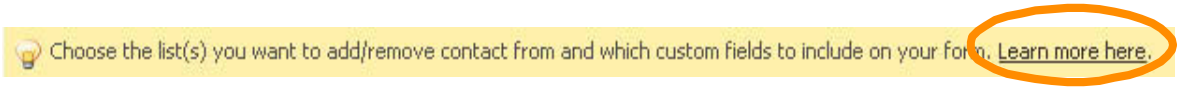
Many objects in the GUI have tooltip icons next to them ( ). Place your mouse pointer over the tooltip to see more information about the object.

Figure 4 Tooltips

Format Options
Would you like to give your contacts the option to choose which format they will receive your email campaigns in?

Other objects have text links next to them. Click these links to see an article from the knowledge base on the subject.

Figure 5 Knowledge Base Links



To see more articles in the knowledge base, click **Help** in the toolbar.

Sorting Lists

When you see and arrow icons in a list heading, use them to sort the list.

Click to sort the list in ascending order, or click to sort the list in descending order.

Navigating Lists

In pages with numerous list entries, navigation tools display.

Figure 6 Navigating Lists

Table 1 Navigating Lists

Results per page	Select the number of list entries to display in each page.
<<	Click this to go to the first page in the list.
Back	Click this to move backward one page in the list.
1, 2, 3, …	Click this to go to the numbered page in the list.
Next	Click this to move forward one page in the list.

>>	Click this to go to the last page in the list.

The Toolbar

The toolbar displays in every screen.

Figure 7 The Toolbar

Use the toolbar to perform tasks related to Pinpointe's system and management.

Table 2 The Toolbar

Home	Click this to return to the **Home** page, where you can see your contact activity for the last seven days and use the **Getting Started** tool. Note: The **Getting Started** tool walks you through the basic configuration steps you need to take to set up Pinpointe and start sending email campaigns.
Templates	Click this to view built-in email templates, or to create or configure your own custom email templates. Note: Templates control the appearance of the emails you send.
User Accounts	Click this to go to the **User Accounts** screen, where you can create, delete and manage user accounts. Note: When you create new users, you can specify the features, templates, contact lists and so on to which each user has access.
Tools	Click this and select **System Information** to see information about your server's configuration.
Settings	Click this to go to the **Settings** screen, where you can view and change global systems, email and database settings.
Logout	Click this to log out of Pinpointe. You will need your user name and password to log back in.
Help	Click this to go to the online knowledge base, where you can read help articles on all of Pinpointe's features.

The Navigation Bar

The navigation bar displays in every screen.

Figure 8 The Navigation Bar

Use the navigation bar to go to screens where you can create, configure and manage your email campaigns.

Table 3 The Navigation Bar

Contact Lists	Click this to see a menu that lets you manage contact lists, bounced emails and contact list segments. Note: Bounced emails are emails you sent that could not be delivered. Note: Segments are groups of contact list entries that share a particular feature; for example, entries with ".com" in the address.
Contacts	Click this to see a menu that lets you manage contacts manually, upload or download a file of contacts, and manage suppression lists. Note: Pinpointe uses CSV (Comma-Separated Value) files to upload contacts. Many common applications such as Microsoft Outlook and Excel can export CSV files. Note: Suppression lists contain email addresses to which emails are not sent, even though the address remains on the contact list.
Email Campaigns	Click this to see a menu that allows you to view, create and send email campaigns, and view scheduled emails. Note: Scheduled emails are emails you have configured Pinpointe to send out at a particular point in the future.
Autoresponders	Click this to see a menu that allows you to create, view and edit autoresponders. Note: Autoresponders are emails that are sent out automatically after they are triggered by a specific event (for example, as soon as a contact joins your list).
Custom Fields	Click this to see a menu that lets you create, view and edit subscription form custom fields. Note: By default, subscription forms contain only **Email Address** and **Contact Format** (plain text or HTML) fields. Custom fields help you gather more information about your contacts when they join your list.

Forms	Click this to see a menu that lets you create, view and edit website forms. Note: You can create forms for your website that let contacts subscribe, unsubscribe, modify their details, or send information to a friend.
Stats	Click this to see a menu that lets you view statistics about your email campaigns, autoresponders, contact lists and user accounts.

II
THE NAVIGATION BAR

This section contains the following chapters:

Using Contact Lists

Using Custom Fields

Using Contacts

Using Forms

Using Email Campaigns

Using Autoresponders

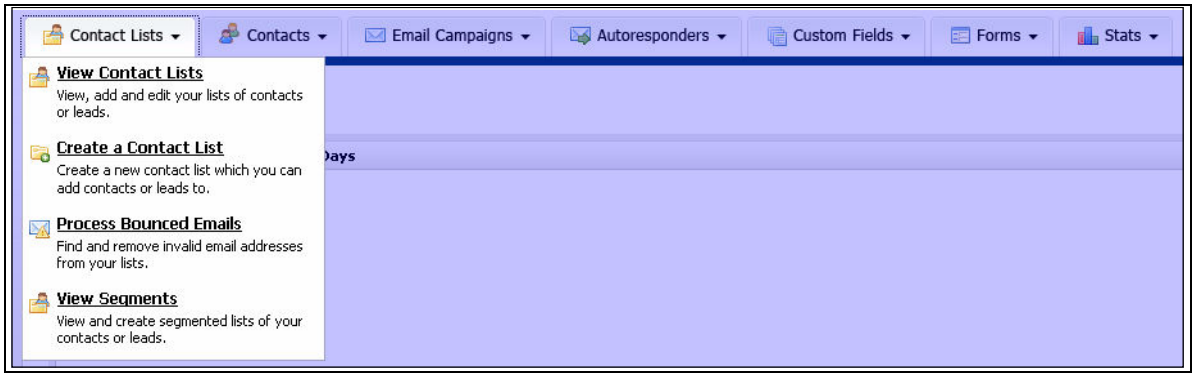
Editing HTML and Text

Using Statistics

Using Contact Lists

This chapter discusses how to use the **Contact lists** menu in the navigation bar.

Figure 9 The Contact Lists Menu


Contact Lists
Contacts
Email Campaigns
Autoresponders
Custom Fields
Forms
Stats
View Contact Lists
View, add and edit your lists of contacts or leads.
Create a Contact List
Create a new contact list which you can add contacts or leads to.
Process Bounced Emails
Find and remove invalid email addresses from your lists.
View Segments
View and create segmented lists of your contacts or leads.

Contact List Overview

Contact lists are the basic building block of your email campaigns. Each contact list contains information about a set of contacts: the people to whom you send your emails.

You can create separate contact lists for different types of contacts (for example, one list for leads from a trade show and another for people who sign up for your company email newsletter).

When you create an email campaign, you send it to one or more contact lists. You can also send an email campaign to a segment (see Contact List Segments).

Contact List Information

A contact list contains a variety of information about each contact. The type and extent of information you collect about each contact is configurable.

For example, a contact list for trade show leads might contain basic information, such as:

- First and last name.
- Email address.
- Company name.
- Job title.

However, another type of list might contain different types of information. For example, a contact list for customers of a men's clothing store might contain information such as:

- First and last name.
- Email address.
- Suit jacket size.
- Last product purchased.

The information a contact list contains depends solely upon the built-in and custom fields that you define and populate with information. When you create contacts yourself (by entering information from business cards after a trade show, for instance) you must enter the information yourself; when contacts add themselves to lists (by signing up for a newsletter, for instance) they must enter the information themselves.

These fields allow you to personalize your email campaigns. For example, the owner of the men's clothing store would be able to use the custom fields mentioned above to send out highly personalized emails such as:

> "Dear Mr. Smith,
> Thank you so much for purchasing your overcoat from our store recently. As a valued customer, I would like to let you know about our fall line of sport coats available in your size, 42 long."

Bounced Emails

"Bounced" emails are emails you send that cannot be delivered to the recipient. This can happen for a variety of reasons: the recipient's mailbox is full, the account has been closed, or does not exist, and so on. When an email bounces, an error message is returned to Pinpointe.

Pinpointe allows you to process bounced emails by deactivating the relevant contact in the contact list. Subsequent emails are not send to the contact. This is important, because an email server that repeatedly sends email that is subsequently rejected by other servers can become blacklisted for spamming.

Note: Contacts are not deleted from the list. This allows you to keep the contact's information, and also ensures that the invalid email address is not later added to the contact list by accident.

There are two types of bounced emails. A "soft bounce" occurs if the error message returned is temporary (such as "the recipient's email inbox is full"). A "hard bounce" occurs if the error message is permanent (such as "the email account does not exist"). When a soft bounce occurs, no action is taken - but the bounce is logged. If a contact receives five soft bounces, it is treated as a hard bounce. When a hard bounce occurs, the contact is deactivated immediately.

Contact List Segments

Segments are sets of contact list members who all fulfil certain criteria. For example, all members of a contact list whose e-mail addresses end in ".co.uk".

You can use multiple criteria to define segments. For example, all members of a contact list with two or more children and a household income of over $100,000.

The criteria that you can use to define segments depend on the built-in and custom fields you use for the contact list. This allows you to target the audience for each of your email campaigns with great precision, as long as you collect the right information about your contacts.

For instance, a record company promoter ensures that all the people who sign up for his label's email newsletter give their age and location. This means he can later target an email campaign inviting recipients to a label party in a Manhattan nightclub to the right segment of his contact list: those who are over 21 years old and live in New York.

Segments can belong to a single list, or span multiple lists.

Viewing and Managing Contact Lists

To manage a contact list you already created (see Creating and Editing Contact Lists), click **Contact lists** in the navigation bar. Select **View contact lists**.

You can:

- **Delete selected list(s)**: remove the list (or lists) from Pinpointe. The list cannot be retrieved.
- **Delete contacts in selected list(s)**: remove all the contacts in the list (or lists). The contacts cannot be retrieved. The list remains, but contains no contacts.
- **Update contacts to receive text campaigns**: change the status of all the contacts in the list (or lists) allowing them to receive emails in text format.
- **Update contacts to receive HTML campaigns**: change the status of all the contacts in the list (or lists) allowing them to receive emails in HTML format.
- **Update contacts status to confirmed**: confirmed contacts are those who have replied to a confirmation request email. Use this to change all the contacts in the selected list (or lists) to confirmed contacts.
- **Update contacts status to unconfirmed**: unconfirmed contacts are those who have not yet replied to a confirmation request email. Use this to change all the contacts in the selected list (or lists) to unconfirmed contacts.
- **Merge the selected lists together**: select two or more lists and use this to combine them. An **Edit contact list** screen displays (see Creating and Editing Contact Lists

for information on the fields in this screen), allowing you to define the new, combined, list.

You can also **view, search** and **add contacts,** and **edit, copy** or **delete** a contact list.

Figure 10 Viewing Contact Lists

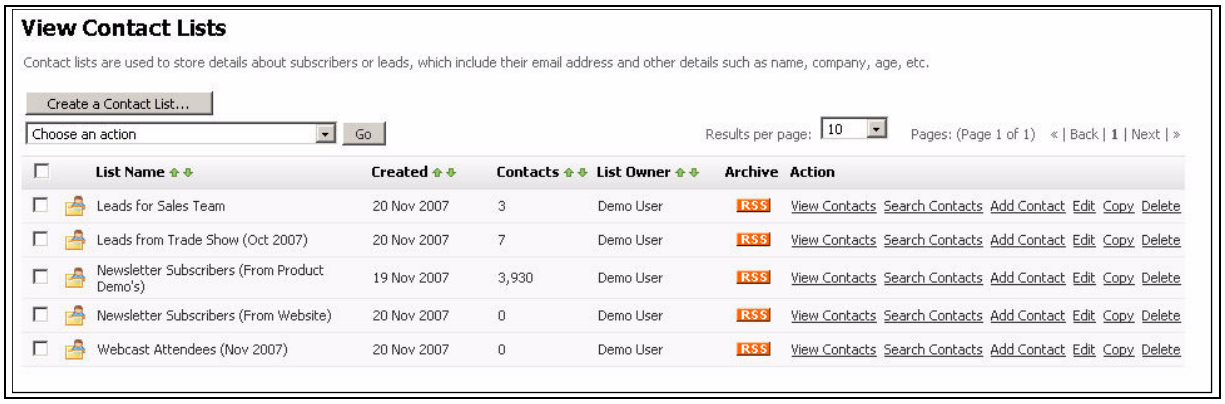

View Contact Lists
Contact lists are used to store details about subscribers or leads, which include their email address and other details such as name, company, age, etc.
Create a Contact List...
Choose an action
Go
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
List Name
Created
Contacts
List Owner
Archive
Action
Leads for Sales Team 20 Nov 2007 3 Demo User RSS View Contacts Search Contacts Add Contact Edit Copy Delete
Leads from Trade Show (Oct 2007) 20 Nov 2007 7 Demo User RSS View Contacts Search Contacts Add Contact Edit Copy Delete
Newsletter Subscribers (From Product Demo's) 19 Nov 2007 3,930 Demo User RSS View Contacts Search Contacts Add Contact Edit Copy Delete
Newsletter Subscribers (From Website) 20 Nov 2007 0 Demo User RSS View Contacts Search Contacts Add Contact Edit Copy Delete
Webcast Attendees (Nov 2007) 20 Nov 2007 0 Demo User RSS View Contacts Search Contacts Add Contact Edit Copy Delete

Table 4 Viewing Contact Lists

Create contact list	Use this to create a new contact list. See Creating and Editing Contact Lists for more information.
Choose an action	Select one or more contact lists, select an option from the list and click **Go** to perform the selected action.
	Select a box belonging to a contact list before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all contact lists.
List name	This is the name you gave the contact list. Click **Edit** to change the name and other details.
Created	This displays the date on which you created the contact list.
Contacts	This displays the number of contacts currently associated with the contact list.
List owner	This is the default name used when sending email campaigns to this contact list.
Archive	Click this to go to the archived list of email campaigns sent to this list.

Action	• Click **View contacts** to see a list of the contacts belonging to the contact list. See Viewing Contact List Contacts. • Click **Search contacts** to search for contacts in the selected list. The **Contacts** > **Search contacts** > **Next** screen displays. • Click **Add contact** to add a new contact to the selected list. The screen that displays is the same as the **Contacts** > **Add a contact** > **Next** screen. • Click **Edit** to configure the contact list. The screen that displays is the same as the **Create a contact list** screen. See Creating and Editing Contact Lists. • Click **Copy** to create a new copy of the contact list. The new list displays, with "Copy of" appended to the original name. • Click **Delete** to remove the contact list from Pinpointe.

Viewing Contact List Contacts

To view a list of the contacts belonging to a contact list, click **Contact lists** in the navigation bar, select **View contact lists**, and then click the **View contacts** link next to a contact list.

You can:

- **Add a new contact**: add a contact to the contact list.
- **Delete selected contact(s)**: remove the selected contacts from Pinpointe.
- **Update contacts to receive text campaigns**: change the status of selected contacts, allowing them to receive emails in text format.
- **Update contacts to receive HTML campaigns**: change the status of selected contacts, allowing them to receive emails in HTML format.
- **Update contacts status to confirmed**: confirmed contacts are those who have replied to a confirmation request email. Use this to change the selected contact or contacts to confirmed status.
- **Update contacts status to unconfirmed**: unconfirmed contacts are those who have not yet replied to a confirmation request email. Use this to change the selected contact or contacts to unconfirmed status.

You can also **view**, **edit** and **delete** contacts.

Figure 11 Viewing Contact List Members

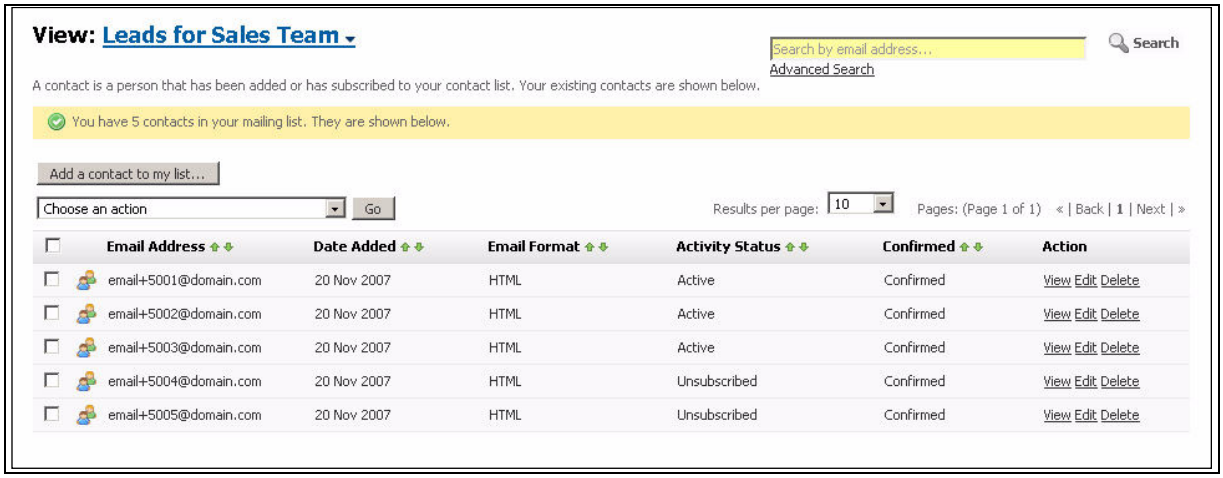
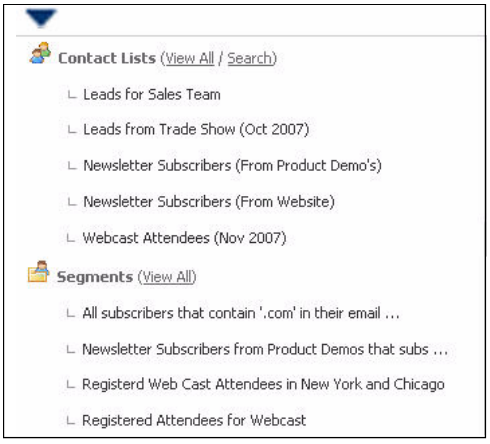


Table 5 Viewing Contact List Members

View	This displays the contact list name. Click the triangular icon to view **Contact lists** or **Segments**. **Figure 12** Contact List and Segment Menu 
Search	Use this to search for contacts in the list by their email address. Enter your search term in the text field and click the **Search** button. Click **Advanced search** to go to the **Contacts** > **Search contacts** screen.
Add a contact to my list	Click this to add a new contact to the contact list. The screen that displays is the same as the **Contacts** > **Add a contact** > **Next** screen.
Choose an action	Select one or more contacts, select an option from the list and click **Go** to perform the selected action.
	Select a box belonging to a contact before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all contacts.
Email address	This is the address to which emails for this contact are sent.

Date added	This is the date this contact was added to the contact list.
Email format	• This displays **HTML** if the contact is configured to receive HTML emails. • This displays **Text** if the contact is configured to receive plain text emails.
Activity status	• This displays **active** if emails are sent to the contact. • This displays **unsubscribed** if the contact was unsubscribed from the list. • This displays **bounced** if emails to this contact have not been delivered, and emails are no longer sent to the contact.
Confirmed	• This displays **Confirmed** if the contact has replied to a confirmation request email. • This displays **Unconfirmed** if the contact has not yet replied to a confirmation request email.
Action	• Click **View** to see information about the contact. The **Contacts** > **View contact** screen displays. • Click **Edit** to modify the contact's information. The **Contacts** > **Edit contact** screen displays. • Click **Delete** to remove the contact from Pinpointe.

Creating and Editing Contact Lists

Take the following steps to create or edit a contact list:

1. To create a new contact list, click **Contact lists** in the navigation bar. Select **Create a contact list**.

   To edit an existing contact list, click **Contact lists** in the navigation bar, select **View contact lists**. Click the **Edit** link next to the contact list you want to modify.
2. Configure the fields in the screen that displays.

Figure 13 Create or Edit a Contact List

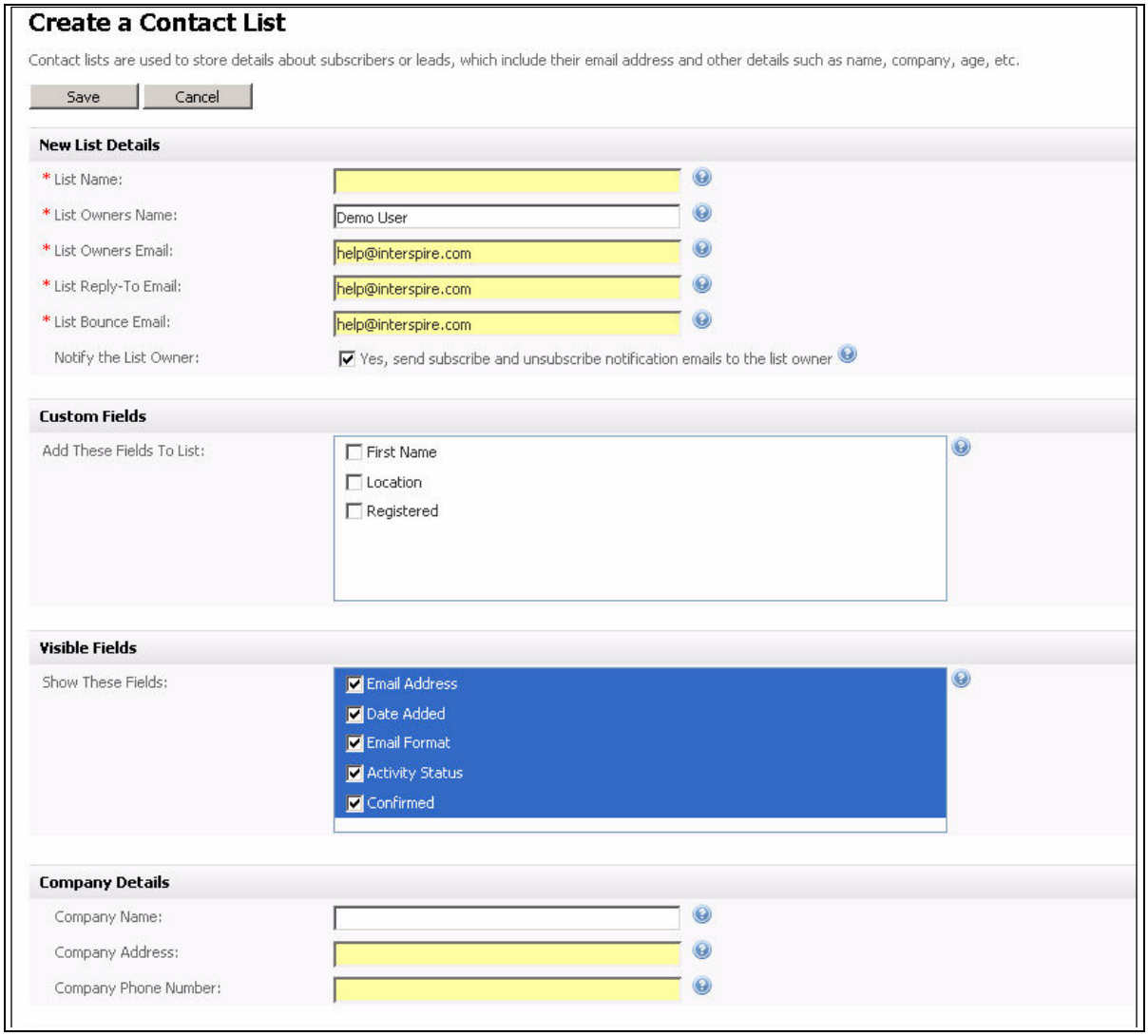


Table 6 Create or Edit a Contact List

New list details	
List name	Enter the name for this contact list. This name appears in the control panel and subscription forms.
List owner's name	Enter the name of the list owner. This is the name that appears on emails to this contact list.
List owner's email	Enter the e-mail address of the list owner. This is the default "from" address that displays on email sent to this contact list.
List reply-to email	Enter the default reply email address for emails sent to this contact list.
Notify the list owner	Select the check box to have an email sent to the **List owner's email** every time a contact subscribes to, or unsubscribes from, the list.
Custom fields	
Add these fields to list	Select the custom fields you want to associate with this list.
Visible fields	
Show these fields	Select the fields you want to display in the list's **View contacts** page.
Company details	
Company name	Enter your company name. This is used when you add the %%companyname%% variable in your emails to this list. Note: Configure this field and use the %%companyname%% variable in your emails to adhere to the CAN-SPAM act.
Company address	Enter your company address. This is used when you add the %%companyaddress%% variable in your emails to this list. Note: Configure this field and use the %%companyaddress%% variable in your emails to adhere to the CAN-SPAM act.
Company phone number	Enter your company address. This is used when you add the %%companyphone%% variable in your emails to this list. Note: Configure this field and use the %%companyphone%% variable in your emails to adhere to the CAN-SPAM act.

3 Click **Save** to save your changes. Alternatively, click **Cancel** to return to the **View contact lists** screen without saving any changes.

Processing Bounced Emails

Bounced email processing clears your contact lists of invalid emails (see Bounced Emails).

If you use automatic bounced email processing, you do not need to perform manual bounced email processing.

Creating, Editing and Viewing Segments

Click **Contact lists** in the navigation bar, then click **View segments**.

Figure 19 Viewing Segments

View Segments
A segment is a filtered view for one or more of your contact lists. You can view contacts by segments and even send campaigns to a specific segment.
Create a Segment...
Choose an action
Go
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Segment Name
Created
Contacts
Action
All subscribers that contain '.com' in their email address
29 May 2008
5013
View Contacts Edit Copy Delete
Newsletter Subscribers from Product Demos that subscribed after 14/5/2008
29 May 2008
5000
View Contacts Edit Copy Delete
Registerd Web Cast Attendees in New York and Chicago
29 May 2008
0
View Contacts Edit Copy Delete
Registered Attendees for Webcast
29 May 2008
0
View Contacts Edit Copy Delete
(Page 1 of 1) « | Back | 1 | Next | »

Table 8 Viewing Segments

Create a segment	Click this to define a new segment of one or more contact list contacts. See Creating a Segment.
	Select a box belonging to a segment before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all segments.
Choose an action	Use this to delete one or more segments. Select the segment (or segments) you want to delete and select **Delete the selected segment(s)**.
Segment Name	This displays the descriptive name of the segment.
Created	This displays the date on which the segment was defined.
Contacts	This displays the current number of contacts within the segment (those in the relevant contact list or lists, whose information matches the segment's rules).

Action	• Click **View contacts** to see a list of all the contacts in a segment. See Viewing a Segment's Contacts. • Click **Edit** to modify a segment's settings. The fields that display are the same as the **Create a segment** screen; see Creating a Segment. • Click **Copy** to create a new copy of the segment. The new segment displays, with "Copy of" appended to the original name. • Click **Delete** to remove the segment from Pinpointe. Note: When you delete a segment, the contacts in the segment are not deleted.

Creating a Segment

Take the following steps to create a segment:

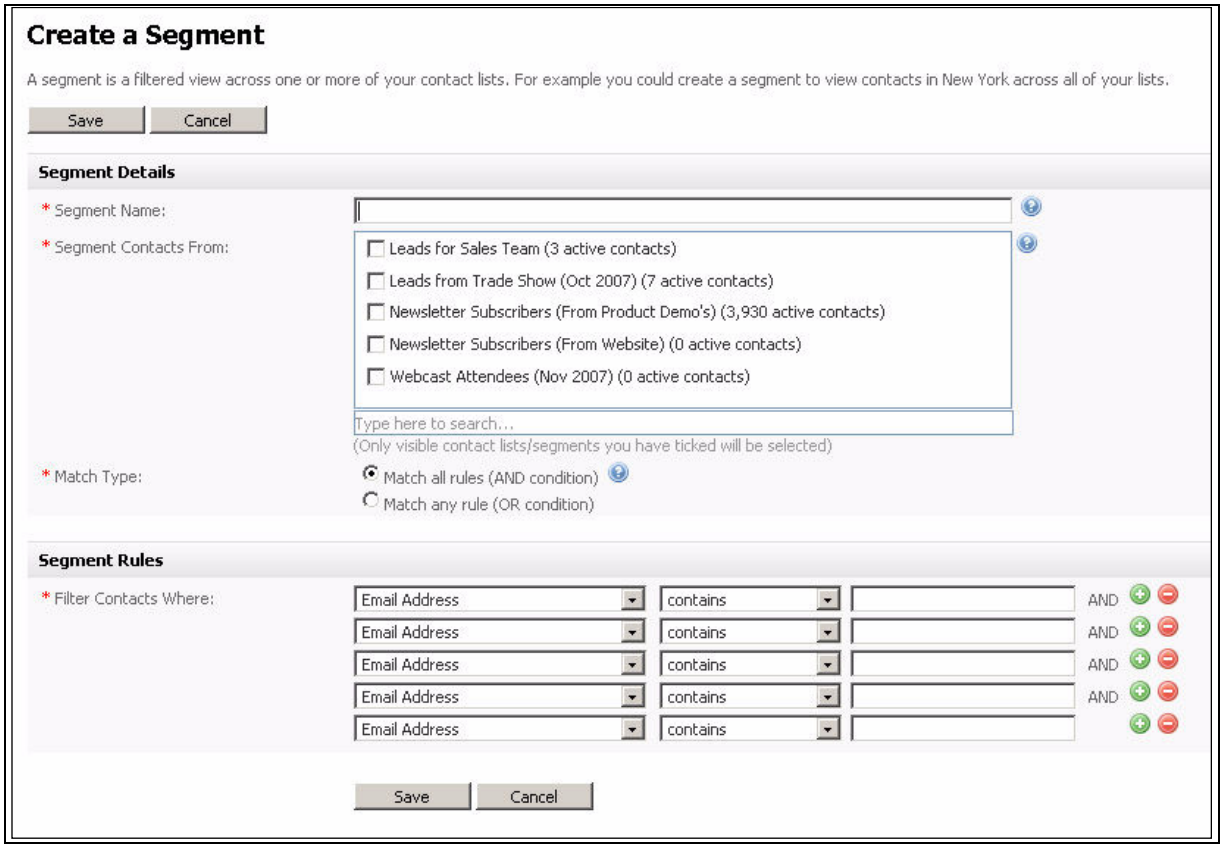
1 Click **Contact lists** in the navigation bar, then **View Segments**.

Figure 20 Creating a Segment

View Segments
A segment is a filtered view for one or more of your contact lists. You can view contacts by segments and even send campaigns to a specific segment.
Create a Segment...
Choose an action
Go
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Segment Name
Created
Contacts
Action
All subscribers that contain '.com' in their email address
29 May 2008
5013
View Contacts Edit Copy Delete
Newsletter Subscribers from Product Demos that subscribed after 14/5/2008
29 May 2008
5000
View Contacts Edit Copy Delete
Registerd Web Cast Attendees in New York and Chicago
29 May 2008
0
View Contacts Edit Copy Delete
Registered Attendees for Webcast
29 May 2008
0
View Contacts Edit Copy Delete
(Page 1 of 1) « | Back | 1 | Next | »

2 Click **Create a Segment**.

Figure 21 Creating a Segment: Configure Segment


Create a Segment
A segment is a filtered view across one or more of your contact lists. For example you could create a segment to view contacts in New York across all of your lists.
Save
Cancel
Segment Details
* Segment Name:
* Segment Contacts From:
Leads for Sales Team (3 active contacts)
Leads from Trade Show (Oct 2007) (7 active contacts)
Newsletter Subscribers (From Product Demo's) (3,930 active contacts)
Newsletter Subscribers (From Website) (0 active contacts)
Webcast Attendees (Nov 2007) (0 active contacts)
Type here to search...
(Only visible contact lists/segments you have ticked will be selected)
* Match Type:
Match all rules (AND condition)
Match any rule (OR condition)
Segment Rules
* Filter Contacts Where:
Email Address
contains
AND
Save
Cancel

3 Enter a descriptive **Segment name**.

4 In the **Segment contacts from list,** select the contact lists you want to include in the segment. You can use the search box below the list to find contact lists.

5 Choose a **Match type**. This controls how Pinpointe applies the rules you configure.

- Select **Match all rules (AND condition)** to find only contacts who match every rule you define.
- Select **Match any rule (OR condition)** to find contacts who match one or more of the rules you define.

6 Define your **Segment rules**. These are the conditions a contact must match to be included in the segment.

Do the following for each rule:

- The first drop-down list contains the fields available for the contact list (or lists) you selected. Select the basic or custom field you want to base the rule on.
- In the second drop-down list, select **contains** to search for contacts that match the information you add in the text field. Select **does not contain** to search for contacts that do not match the information you add in the text field.
- In the text field, enter the information you want to search for.

Note: Click the add icon ( ) to insert another rule to the list, or click a rule's delete icon ( ) to delete the rule from the list.

7 When you have finished configuring your rules, click **Save**. The **View segments** screen displays, with the new segment in the list.

Alternatively click **Cancel** to return to the **View segments** screen without saving your changes.

Viewing a Segment's Contacts

To view a list of the contacts belonging to a segment, click **Contact lists** in the navigation bar, select **View segments**, and then click the **View contacts** link next to a segment.

You can:

- **Add a new contact**: add a contact to Pinpointe.
- **Delete selected contact(s)**: remove the selected contacts from Pinpointe.
- **Update contacts to receive text campaigns**: change the status of selected contacts, allowing them to receive emails in text format.
- **Update contacts to receive HTML campaigns**: change the status of selected contacts, allowing them to receive emails in HTML format.
- **Update contacts status to confirmed**: confirmed contacts are those who have replied to a confirmation request email. Use this to change the selected contact or contacts to confirmed status.
- **Update contacts status to unconfirmed**: unconfirmed contacts are those who have not yet replied to a confirmation request email. Use this to change the selected contact or contacts to unconfirmed status.

You can also **view**, **edit** and **delete** contacts.

Figure 22 Viewing a Segment's Contacts

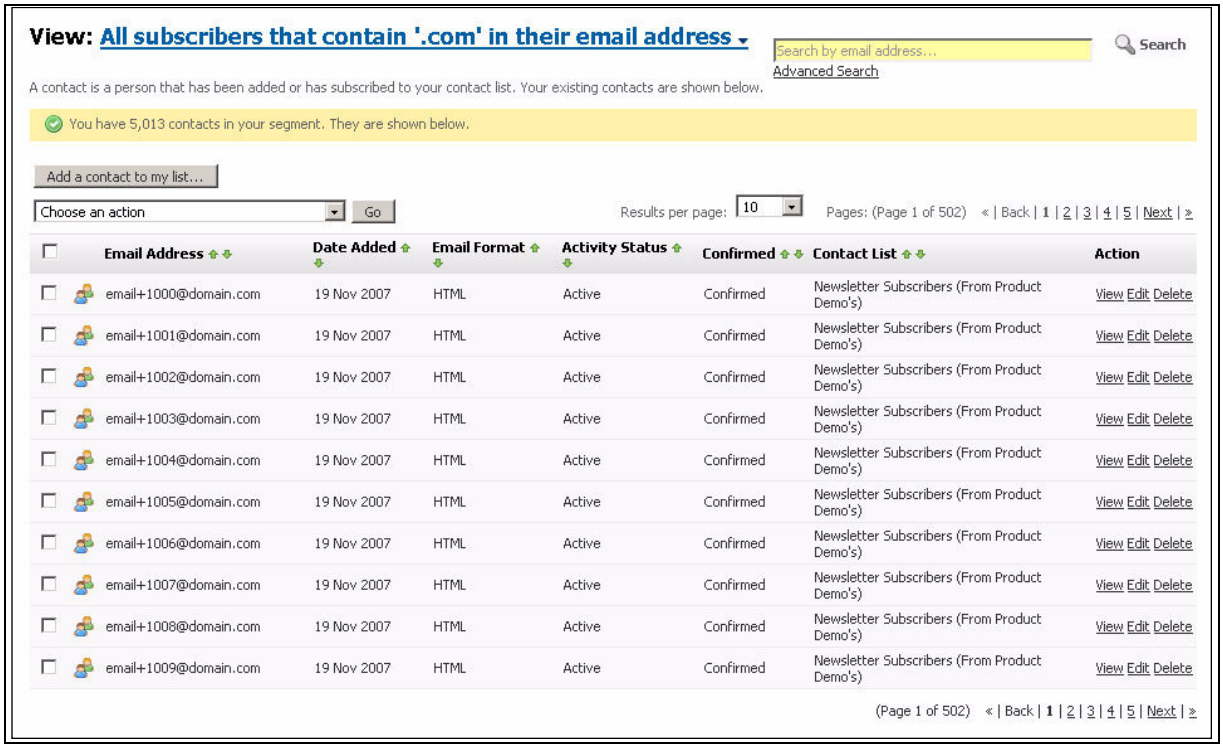
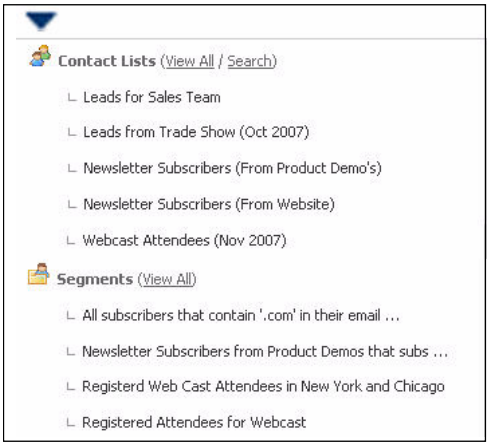


Table 9 Viewing Segment Contacts

View	This displays the segment name. Click the triangular icon to view **Contact lists** or **Segments**. **Figure 23** Contact List and Segment Menu 
Search	Use this to search for contacts in the segment by their email address. Enter your search term in the text field and click the **Search** button. Click **Advanced search** to go to the **Contacts** > **Search contacts** screen.

Add a contact to my list	Click this to add a new contact. The screen that displays is the same as the **Contacts** > **Add a contact** > **Next** screen. Note: When you use this option, the contact is not necessarily added to the segment. The contact is added to the segment only if it fulfils the segment's criteria.
Choose an action	Select one or more contacts, select an option from the list and click **Go** to perform the selected action.
	Select a box belonging to a contact before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all contacts.
Email address	This is the address to which emails for this contact are sent.
Date added	This is the date this contact was added to the contact list.
Email format	• This displays **HTML** if the contact is configured to receive HTML emails. • This displays **Text** if the contact is configured to receive plain text emails.
Activity status	• This displays **active** if emails are sent to the contact. • This displays **unsubscribed** if the contact was unsubscribed from the list. • This displays **bounced** if emails to this contact have not been delivered, and emails are no longer sent to the contact.
Confirmed	• This displays **Confirmed** if the contact has replied to a confirmation request email. • This displays **Unconfirmed** if the contact has not yet replied to a confirmation request email.
Contact list	This displays the name of the contact list to which this contact belongs.
Action	• Click **View** to see information about the contact. The **Contacts** > **View contact** screen displays. • Click **Edit** to modify the contact's information. The **Contacts** > **Edit contact** screen displays. • Click **Delete** to remove the contact.

Using Custom Fields

This chapter discusses how to use the **Custom Fields** menu in the navigation bar.

Figure 24 The Custom Fields Menu

Custom Fields Overview

Custom fields are placeholder variables that you can use to include contact-specific (or contact-list-specific) information in your emails.

These variables can be used to represent three types of information:

- Information stored in Pinpointe about you and your company, and those of other users. This type of information is specific to each contact list. See Using Contact Lists for more information on the fields, and Inserting Custom Fields for information on inserting the fields into your emails.
- Links to functions of Pinpointe. These include links that allow users to confirm that they want to receive emails, to stop receiving emails, to see a version of the email stored on the Internet, or to see an archive of all emails sent to the relevant list. See Inserting Custom Fields for information on inserting the fields into your emails.
- Information stored in Pinpointe about a contact (name, email address, country, and so on). Before you can use contact-specific information, you must first include it in your contact list. This means defining the custom fields (if they do not already exist in Pinpointe) and then associating them with a contact list. If you want to populate your contact list using a website form (which your contacts fill in), you also need to include the field in your form.

Note: If you intend to use a custom field in your emails, and populate your contact list using a website form, it is strongly recommended that you make the custom field mandatory in the form. This will avoid leaving gaps in the text of emails you subsequently send out.

Use the **Custom fields** menu in the navigation bar to view and define custom fields for contact-specific information.

Viewing and Managing Custom Fields

To view an existing custom fields you already created, click **Custom fields** in the navigation bar, then click **View custom fields**. This screen allows you to view and manage all the custom fields configured in Pinpointe.

You can create, edit and delete custom fields in this screen.

Figure 25 Viewing Custom Fields

View Custom Fields
Custom fields allows you to collect and store more information that just a contact's email address, such as their name, country, etc. Learn about custom fields here.
Create a Custom Field...
Delete Selected
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Custom Field
Created
Type
Mandatory
Action
example-field 06 Oct 2008 Text Field Yes Edit Delete
First Name 20 Nov 2007 Text Field Yes Edit Delete
Location 20 Nov 2007 Pick List No Edit Delete
Registered 20 Nov 2007 Radio Buttons No Edit Delete

Table 10 Viewing Custom Fields

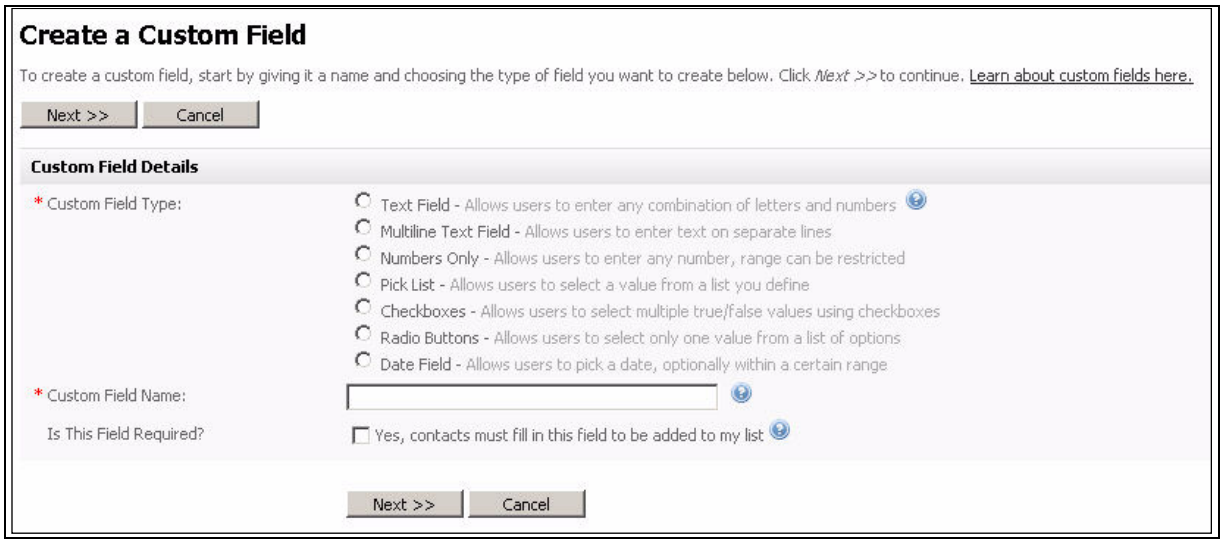
Create a custom field	Click this to define a new custom field. See Creating and Editing Custom Fields for information on the screens that display.
Delete selected	Select a box belonging to one or more fields, then click this button to delete the selected fields.
	Select a box belonging to a field before clicking the **Delete selected** button. Select the box at the top of the column to select all fields.
Custom field	This displays the name of the custom field.
Created	This displays the date on which you created the custom field.
Type	This displays the type of custom field. See Creating and Editing Custom Fields for information on the types of custom fields available.
Mandatory	This displays **Yes** if a contact must complete this field to be added to the contact list.
Action	• Click **Edit** to modify a custom field. See Creating and Editing Custom Fields for information on the screens that display. • Click **Delete** to remove a custom field. The field cannot be retrieved.

Creating and Editing Custom Fields

Take the following steps to create a custom field:

1 Click **Custom fields** in the navigation bar, then click **Create custom field**.

Figure 26 Create a Custom Field: Type and Name


Create a Custom Field
To create a custom field, start by giving it a name and choosing the type of field you want to create below. Click Next >> to continue. Learn about custom fields here.
Next >>
Cancel
Custom Field Details
* Custom Field Type:
Text Field - Allows users to enter any combination of letters and numbers
Multiline Text Field - Allows users to enter text on separate lines
Numbers Only - Allows users to enter any number, range can be restricted
Pick List - Allows users to select a value from a list you define
Checkboxes - Allows users to select multiple true/false values using checkboxes
Radio Buttons - Allows users to select only one value from a list of options
Date Field - Allows users to pick a date, optionally within a certain range
* Custom Field Name:
Is This Field Required?
Yes, contacts must fill in this field to be added to my list
Next >>
Cancel

2 Select the **Custom field type**:

- Select **Text field** to create a field into which the user may enter a single line of text.
- Select **Multiline text field** to create a field into which the user may enter multiple lines of text.
- Select **Numbers only** to create a field into which the user may enter numerals only.
- Select **Pick list** to create a drop-down list box from which the user may select an option.
- Select **Checkboxes** to create one or more check boxes from which the user may select multiple options.
- Select **Radio buttons** to create one or more radio buttons from which the user may select a single option.
- Select **Date field** to create a field from which the user may select a date. You can limit the years available for selection.

3 Enter the name for the field in the **Custom field name** field.

4 If you want Pinpointe to allow users to join a contact list only once they have completed this field, select the **Is this field required?** check box.

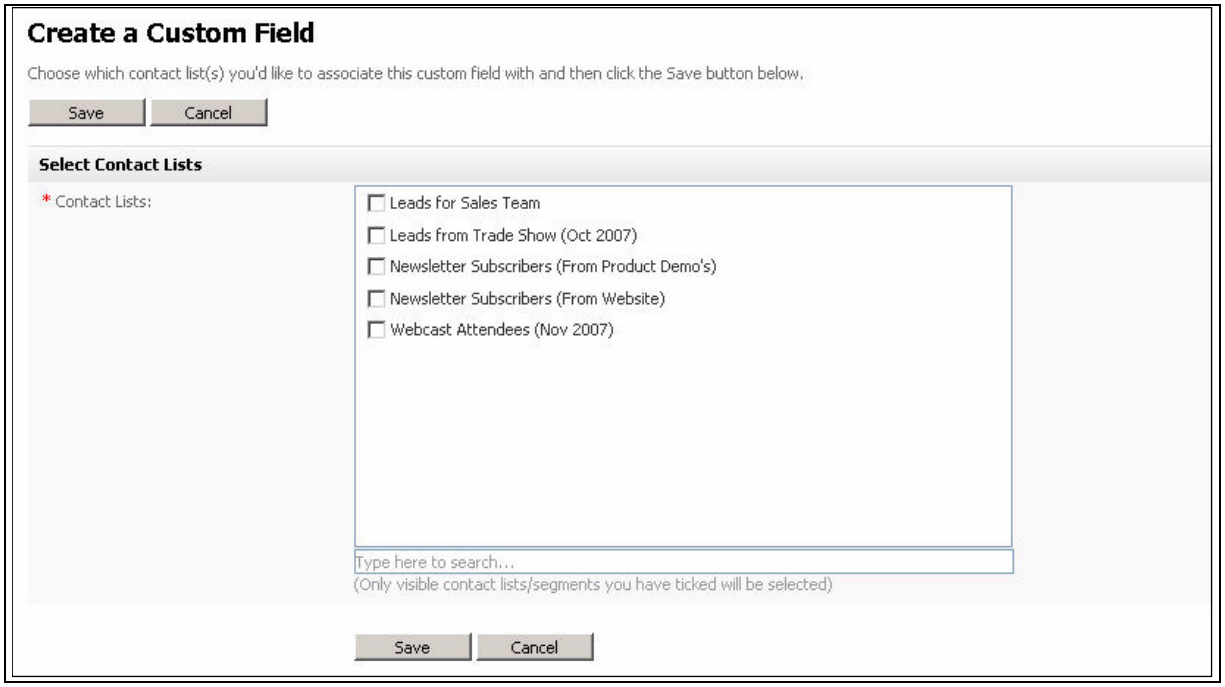
5 Click **Next**. The fields that display in the next screen depend upon the **Custom field type** you selected:

- If you selected **Text field**, see Configuring a Text Field.

- If you selected **Multiline text field,** see Configuring a Multiline Text Field.
- If you selected **Numbers only,** see Configuring a Numbers Only Field.
- If you selected **Pick list,** see Configuring a Pick List.
- If you selected **Checkboxes,** see Configuring Checkboxes.
- If you selected **Radio buttons,** see Configuring Radio Buttons.
- If you selected **Date field,** see Configuring a Date Field.

6 When you have completed the fields in this screen, click **Next**.

Figure 27 Create a Custom Field: Select Contact List


Create a Custom Field
Choose which contact list(s) you'd like to associate this custom field with and then click the Save button below.
Save
Cancel
Select Contact Lists
* Contact Lists:
Leads for Sales Team
Leads from Trade Show (Oct 2007)
Newsletter Subscribers (From Product Demo's)
Newsletter Subscribers (From Website)
Webcast Attendees (Nov 2007)
Type here to search...
(Only visible contact lists/segments you have ticked will be selected)
Save
Cancel

7 Select the contact list (or lists) in which you want to use this custom field.

8 Click **Save** to finish configuring your custom field. The **View custom fields** screen displays (see Viewing and Managing Custom Fields).

Configuring a Text Field

This section describes how to configure the screen that displays when you select **Text field** in the **Create a Custom Field: Type and Name** screen (see Creating and Editing Custom Fields).

Figure 28 Configuring a Text Field

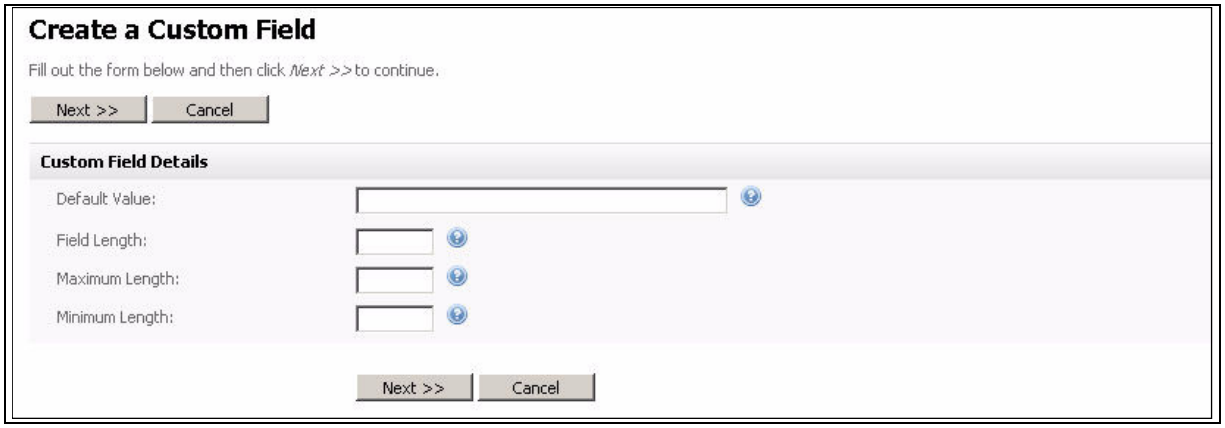


Table 11 Configuring a Text Field

Default value	Enter the value that displays by default in the field you are configuring. Note: If a contact fails to enter information in this field, this value displays in the contact's contact list entry.
Field length	Enter the length of the field as you want it to display on your website.
Maximum length	Enter the maximum number of characters a contact may enter in this field.
Minimum length	Enter the minimum number of characters a contact may enter in this field.
Next	Click this to save your changes in this screen and proceed with configuring your custom field. See step 6.
Cancel	Click this to return to the **View custom fields** screen. See Viewing and Managing Custom Fields.

Configuring a Multiline Text Field

This section describes how to configure the screen that displays when you select **Multiline text field** in the **Create a Custom Field: Type and Name** screen (see Creating and Editing Custom Fields).

Figure 29 Configuring a Multiline Text Field

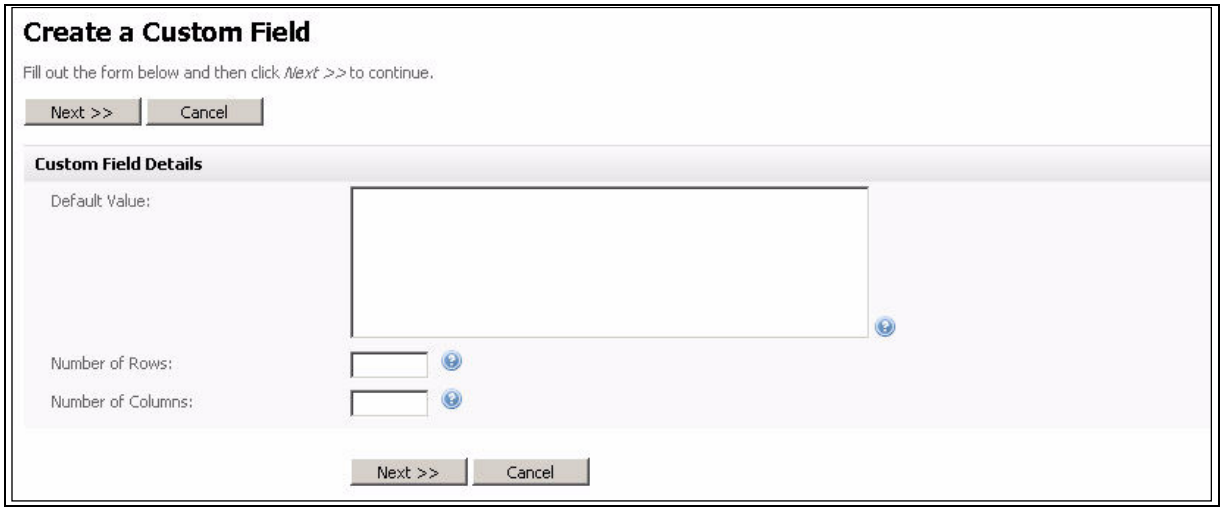


Table 12 Configuring a Multiline Text Field

Default value	Enter the value that displays by default in the field you are configuring. Note: If a contact fails to enter information in this field, this value displays in the contact's contact list entry.
Number of rows	Enter the number of rows you want the text field to have.
Number of columns	Enter the number of columns you want the text field to have.
Next	Click this to save your changes in this screen and proceed with configuring your custom field. See step 6.
Cancel	Click this to return to the **View custom fields** screen. See Viewing and Managing Custom Fields.

Configuring a Numbers Only Field

This section describes how to configure the screen that displays when you select **Numbers only field** in the **Create a Custom Field: Type and Name** screen (see Creating and Editing Custom Fields).

Figure 30 Configuring a Numbers Only Field

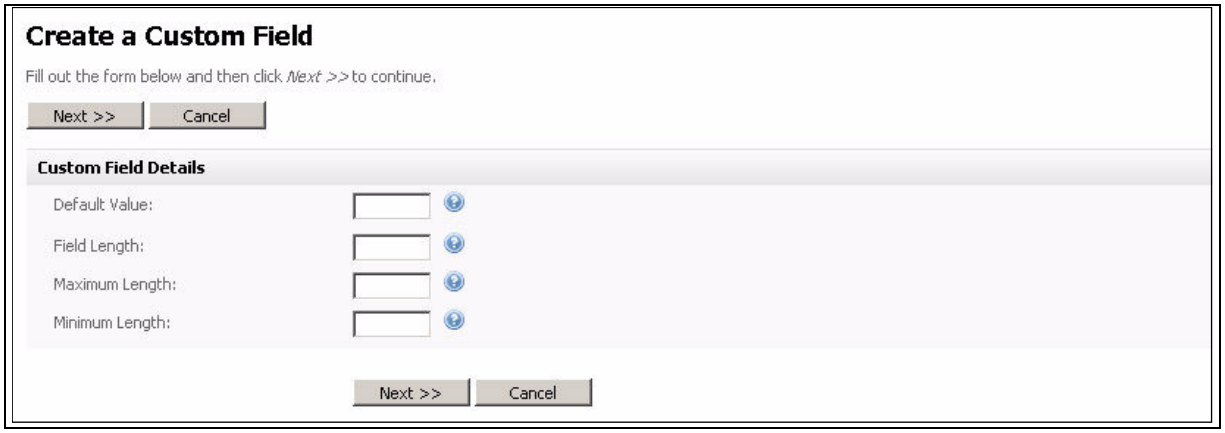


Table 13 Configuring a Numbers Only Field

Default value	Enter the value that displays by default in the field you are configuring. Note: If a contact fails to enter information in this field, this value displays in the contact's contact list entry.
Field length	Enter the length of the field as you want it to display on your website.
Maximum length	Enter the maximum number of characters a contact may enter in this field.
Minimum length	Enter the minimum number of characters a contact may enter in this field.
Next	Click this to save your changes in this screen and proceed with configuring your custom field. See step 6.
Cancel	Click this to return to the **View custom fields** screen. See Viewing and Managing Custom Fields.

Configuring a Pick List

This section describes how to configure the screen that displays when you select **Pick List** in the **Create a Custom Field: Type and Name** screen (see Creating and Editing Custom Fields).

Figure 31 Configuring a Pick List

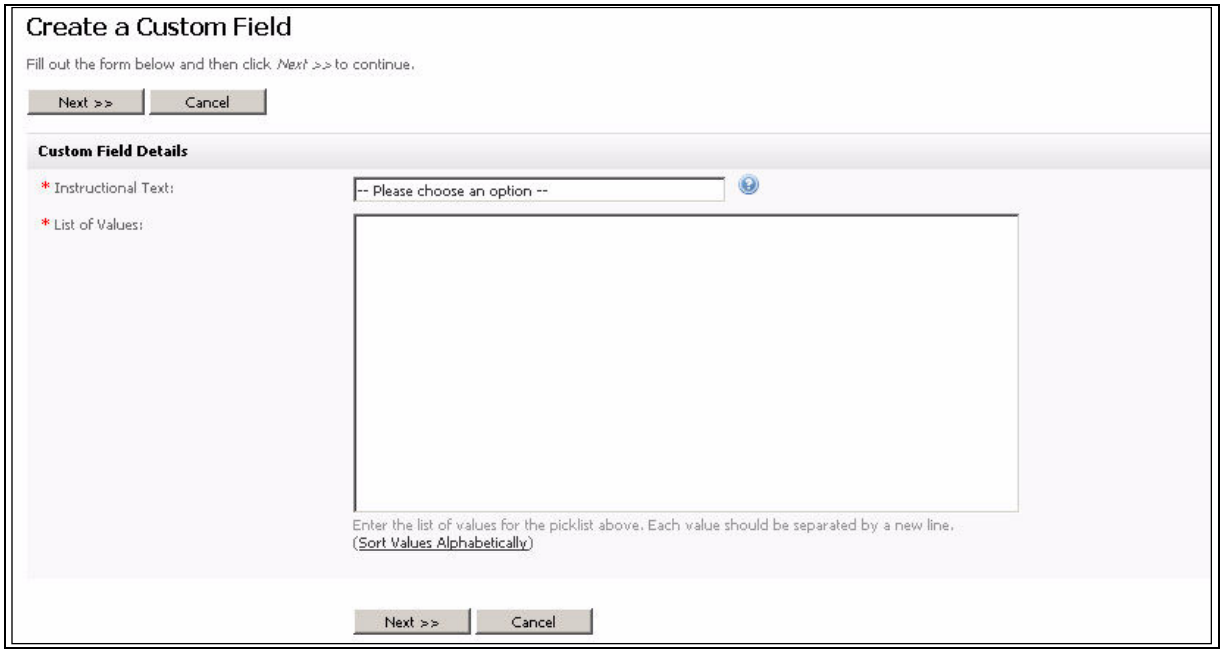

Create a Custom Field
Fill out the form below and then click Next >> to continue.
Next >>
Cancel
Custom Field Details
* Instructional Text:
-- Please choose an option --
* List of Values:
Enter the list of values for the picklist above. Each value should be separated by a new line.
(Sort Values Alphabetically)
Next >>
Cancel

Table 14 Configuring a Pick List

Instructional text	Enter the text that displays to tell the user how to configure the field.
List of values	Enter all the options the user may pick from the list.
Sort values alphabetically	Click this to arrange the options from A to Z.
Next	Click this to save your changes in this screen and proceed with configuring your custom field. See step 6.
Cancel	Click this to return to the **View custom fields** screen. See Viewing and Managing Custom Fields.

Configuring Checkboxes

This section describes how to configure the screen that displays when you select **Checkboxes** in the **Create a Custom Field: Type and Name** screen (see Creating and Editing Custom Fields).

Figure 32 Configuring Checkboxes

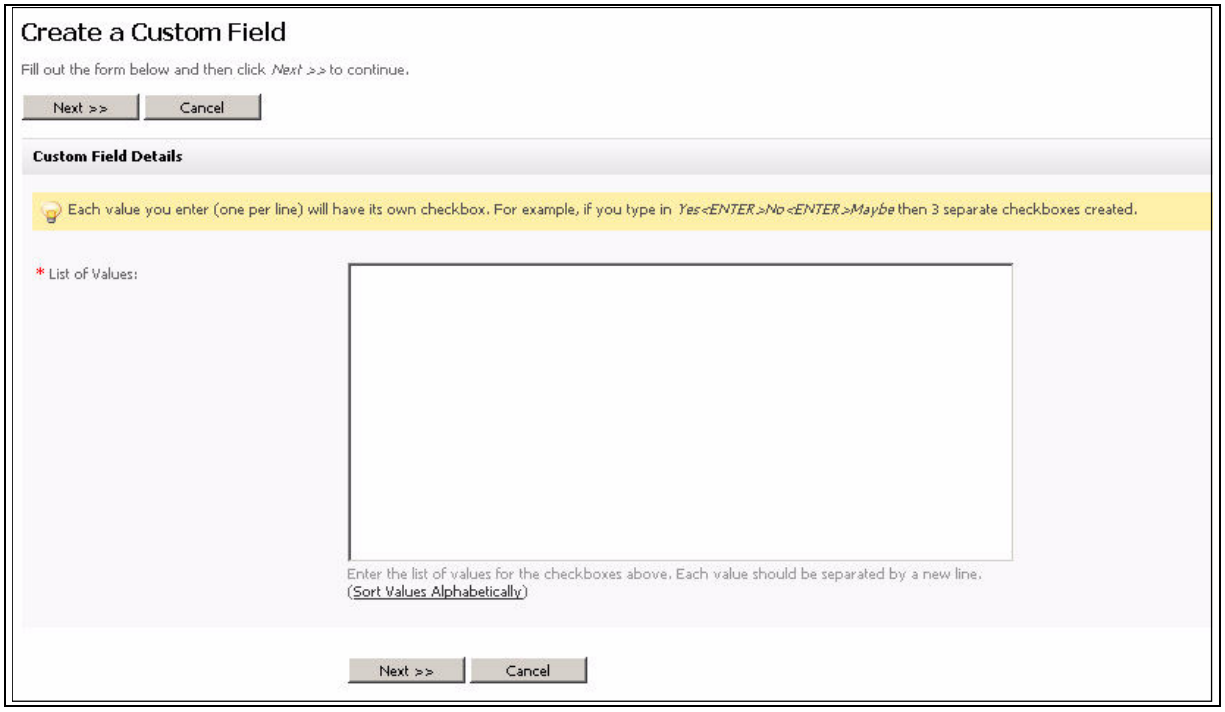

Create a Custom Field
Fill out the form below and then click Next >> to continue.
Next >>
Cancel
Custom Field Details
Each value you enter (one per line) will have its own checkbox. For example, if you type in Yes<ENTER>No<ENTER>Maybe then 3 separate checkboxes created.
* List of Values:
Enter the list of values for the checkboxes above. Each value should be separated by a new line.
(Sort Values Alphabetically)
Next >>
Cancel

Table 15 Configuring Checkboxes

List of values	Enter all the options the user may select. Each option has a checkbox.
Sort values alphabetically	Click this to arrange the options from A to Z.
Next	Click this to save your changes in this screen and proceed with configuring your custom field. See step 6.
Cancel	Click this to return to the **View custom fields** screen. See Viewing and Managing Custom Fields.

Configuring Radio Buttons

This section describes how to configure the screen that displays when you select **Radio Buttons** in the **Create a Custom Field: Type and Name** screen (see Creating and Editing Custom Fields).

Figure 33 Configuring Radio Buttons

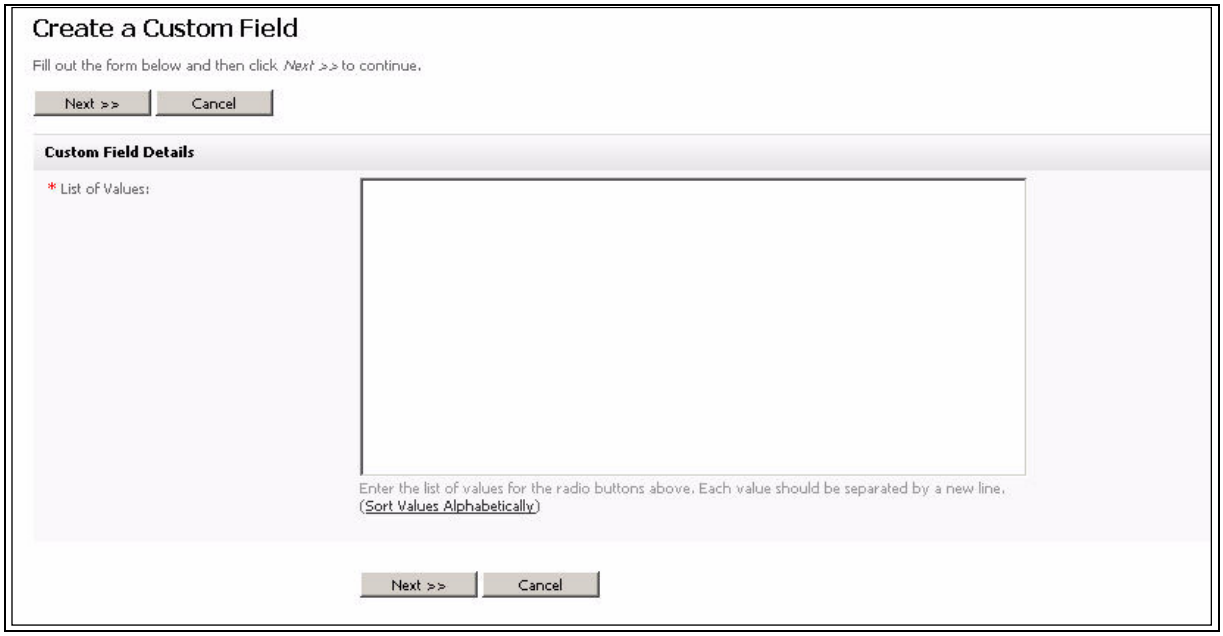

Create a Custom Field
Fill out the form below and then click Next >> to continue.
Next >>
Cancel
Custom Field Details
* List of Values:
Enter the list of values for the radio buttons above. Each value should be separated by a new line.
(Sort Values Alphabetically)
Next >>
Cancel

Table 16 Configuring Radio Buttons

List of values	Enter all the options the user may select (the user may select only one option). Each option has a radio button.
Sort values alphabetically	Click this to arrange the options from A to Z.
Next	Click this to save your changes in this screen and proceed with configuring your custom field. See step 6.
Cancel	Click this to return to the **View custom fields** screen. See Viewing and Managing Custom Fields.

Configuring a Date Field

This section describes how to configure the screen that displays when you select **Date Field** in the **Create a Custom Field: Type and Name** screen (see Creating and Editing Custom Fields).

Figure 34 Configuring a Date Field

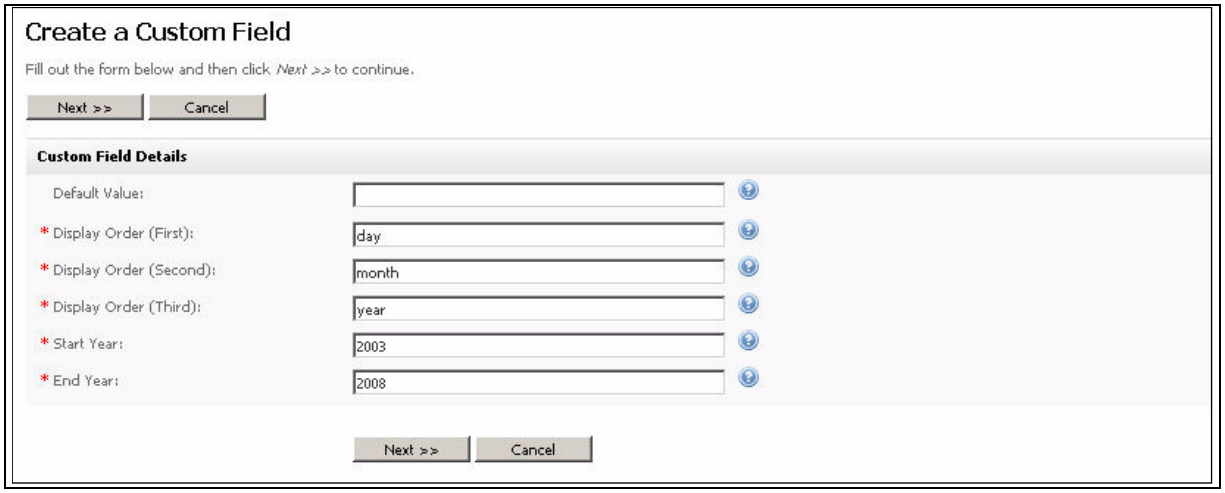


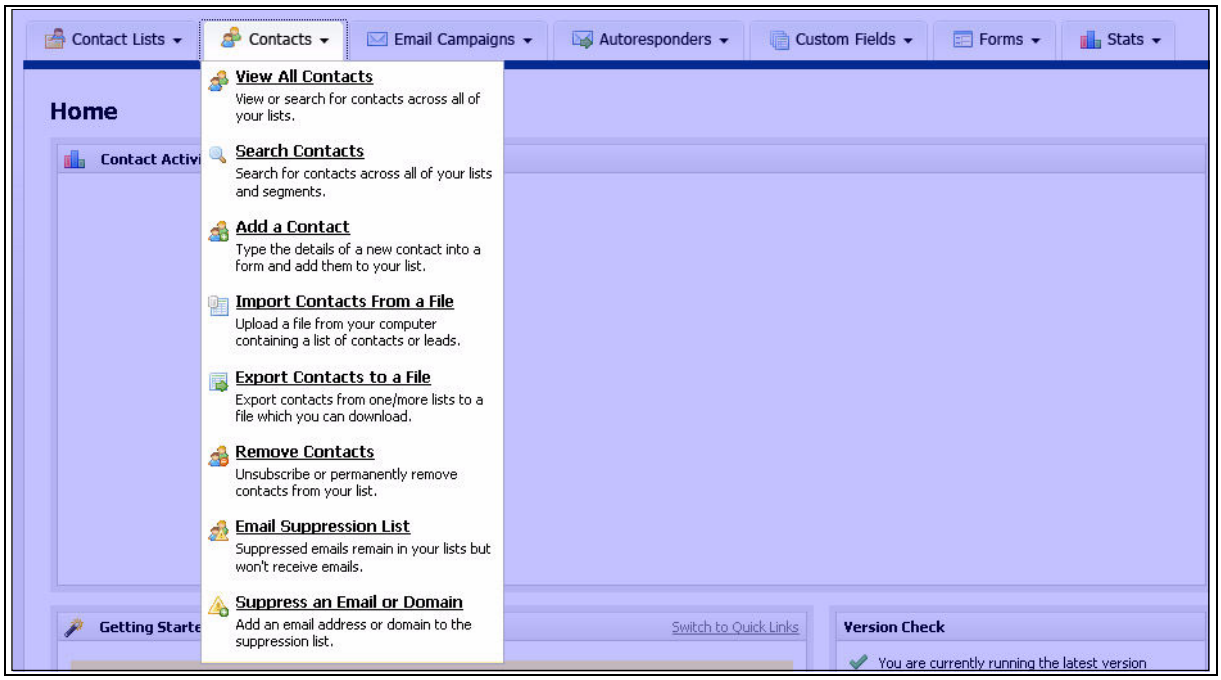
Table 17 Configuring a Date Field

Default value	Enter the date (or other text) that displays before the user selects anything. You may leave this blank if you do not want anything to display.
Display order (first/second/third)	Select the order in which you want the day, month and year to display.
Start year	Enter the earliest year the user may select.
End year	Enter the latest year the user may select.
Next	Click this to save your changes in this screen and proceed with configuring your custom field. See step 6.
Cancel	Click this to return to the **View custom fields** screen. See Viewing and Managing Custom Fields.

Using Contacts

This chapter discusses how to use the **Contacts** menu in the navigation bar.

Figure 35 The Contact Lists Menu


Contact Lists
Contacts
Email Campaigns
Autoresponders
Custom Fields
Forms
Stats
Home
View All Contacts
View or search for contacts across all of your lists.
Search Contacts
Search for contacts across all of your lists and segments.
Add a Contact
Type the details of a new contact into a form and add them to your list.
Import Contacts From a File
Upload a file from your computer containing a list of contacts or leads.
Export Contacts to a File
Export contacts from one/more lists to a file which you can download.
Remove Contacts
Unsubscribe or permanently remove contacts from your list.
Email Suppression List
Suppressed emails remain in your lists but won't receive emails.
Suppress an Email or Domain
Add an email address or domain to the suppression list.
Switch to Quick Links
Version Check
You are currently running the latest version

Contacts Overview

A contact is a person to whom you send email campaigns. Contacts can be added to Pinpointe in one of three ways.

- You manually create a contact record and input the information yourself.
- You import contacts from a CSV (Comma-Separated Value) file. Pinpointe creates contact records for each entry.
- A contact signs up at your website. Pinpointe creates the contact record.

Contacts are arranged into contact lists. Each contact must belong to one contact list. See Contact List Overview for more information.

You can also arrange contacts using segments; lists of contacts in one or more contact lists that share certain criteria. See Creating, Editing and Viewing Segments for more information.

Each contact has a contact record that contains information about the person it represents. When you create a contact list, you specify the types of information you want to hold by selecting the fields for the list. All contact records in a list have the same fields.

There are two types of field: built-in and custom. You can define custom fields yourself, using the **Custom fields** > **Create a custom field** screens.

The minimum required information for a contact is:

- **Email address**: required to send emails.
- **Email format** (HTML or text): required so that users with text-only email clients are not sent HTML emails.
- **Confirmation status** (confirmed or unconfirmed): required so that you can use double-opt-in confirmation. When you use double-opt-in confirmation, users who sign up to your contact list receive an email to confirm that they want to join.

Note: Double-opt-in confirmation is not mandatory. However, it is strongly recommended that you use it in order to avoid sending potentially unwanted emails.

Viewing and Managing Contacts

To view the contacts stored in Pinpointe, click **Contacts** in the navigation bar, then click **View all contacts**.

You can:

- **Add a new contact**: add a contact to Pinpointe.
- **Delete selected contact(s)**: remove the selected contacts from Pinpointe.
- **Update contacts to receive text campaigns**: change the status of selected contacts, allowing them to receive emails in text format.
- **Update contacts to receive HTML campaigns**: change the status of selected contacts, allowing them to receive emails in HTML format.
- **Update contacts status to confirmed**: confirmed contacts are those who have replied to a confirmation request email. Use this to change the selected contact or contacts to confirmed status.
- **Update contacts status to unconfirmed**: unconfirmed contacts are those who have not yet replied to a confirmation request email. Use this to change the selected contact or contacts to unconfirmed status.

You can also **view**, **edit** and **delete** contacts.

Figure 36 Viewing Contacts

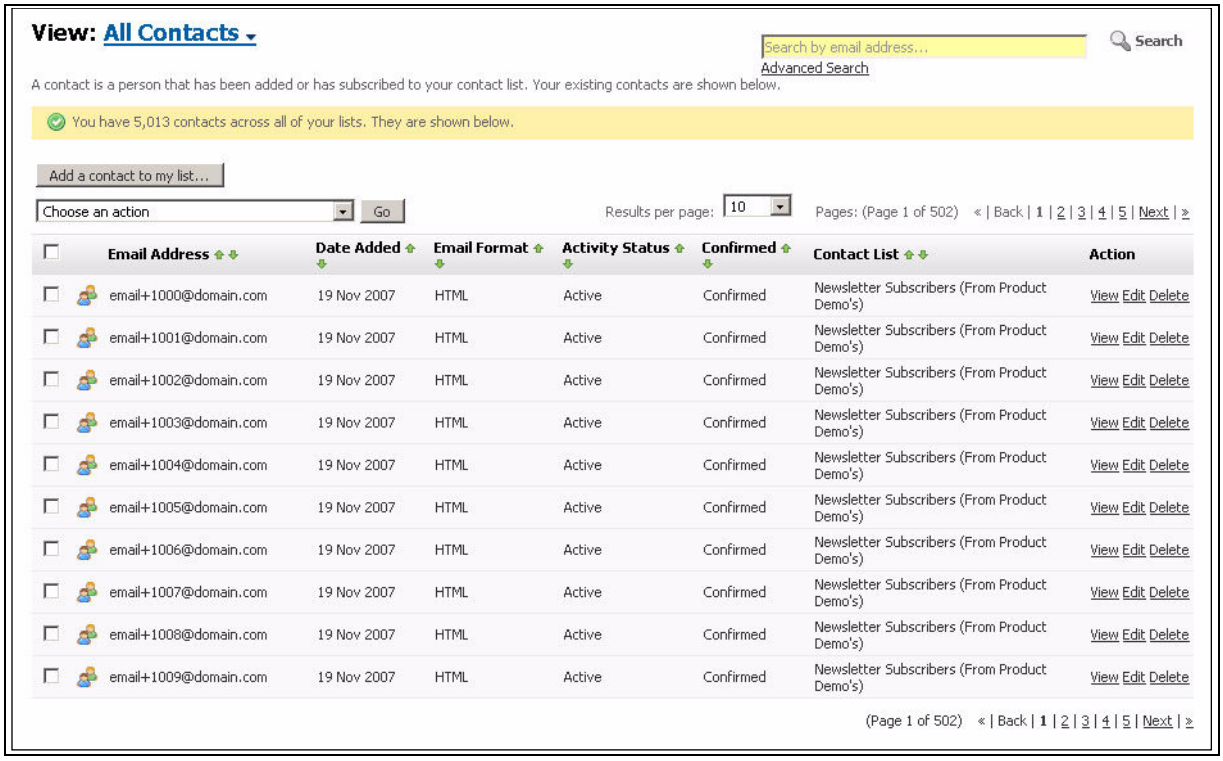
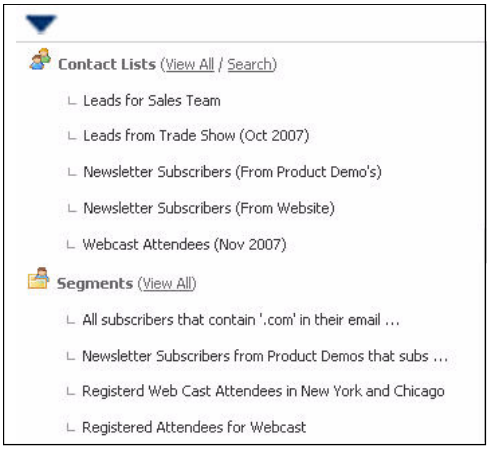


Table 18 Viewing Contacts

View	By default, this displays **All contacts**. Click the triangular icon to view **Contact lists** or **Segments**. **Figure 37** Contact List and Segment Menu 
Search	Use this to search for contacts in the segment by their email address. Enter your search term in the text field and click the **Search** button. Click **Advanced search** to go to the **Contacts** > **Search contacts** screen.

Add a contact to my list	Click this to add a new contact to Pinpointe. The screen that displays is the same as the **Contacts** > **Add a contact** > **Next** screen. Note: When you use this option, the contact is not necessarily added to the segment. The contact is added to the segment only if it fulfils the segment's criteria.
Choose an action	Select one or more contacts, select an option from the list and click **Go** to perform the selected action.
	Select a box belonging to a contact before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all contacts.
Email address	This is the address to which emails for this contact are sent.
Date added	This is the date this contact was added to the contact list.
Email format	• This displays **HTML** if the contact is configured to receive HTML emails. • This displays **Text** if the contact is configured to receive plain text emails.
Activity status	• This displays **active** if emails are sent to the contact. • This displays **unsubscribed** if the contact was unsubscribed from the list. • This displays **bounced** if emails to this contact have not been delivered, and emails are no longer sent to the contact.
Confirmed	• This displays **Confirmed** if the contact has replied to a confirmation request email. • This displays **Unconfirmed** if the contact has not yet replied to a confirmation request email.
Contact list	This displays the name of the contact list to which this contact belongs.
Action	• Click **View** to see information about the contact. The **Contacts** > **View contact** screen displays. • Click **Edit** to modify the contact's information. The **Contacts** > **Edit contact** screen displays. • Click **Delete** to remove the contact from Pinpointe.

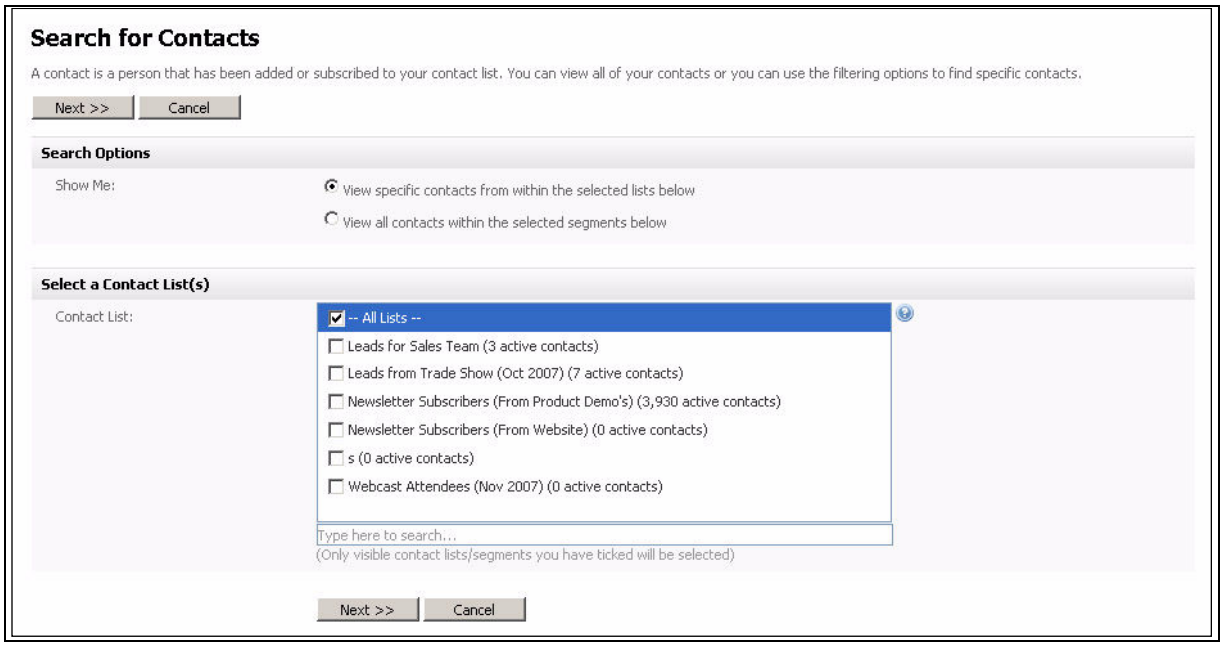
Searching Contacts

Take the following steps to conduct an advanced search of your contacts.

Note: To conduct a simple search, use the **Search** box in the **Contacts** > **View all contacts** screen (and other screens).

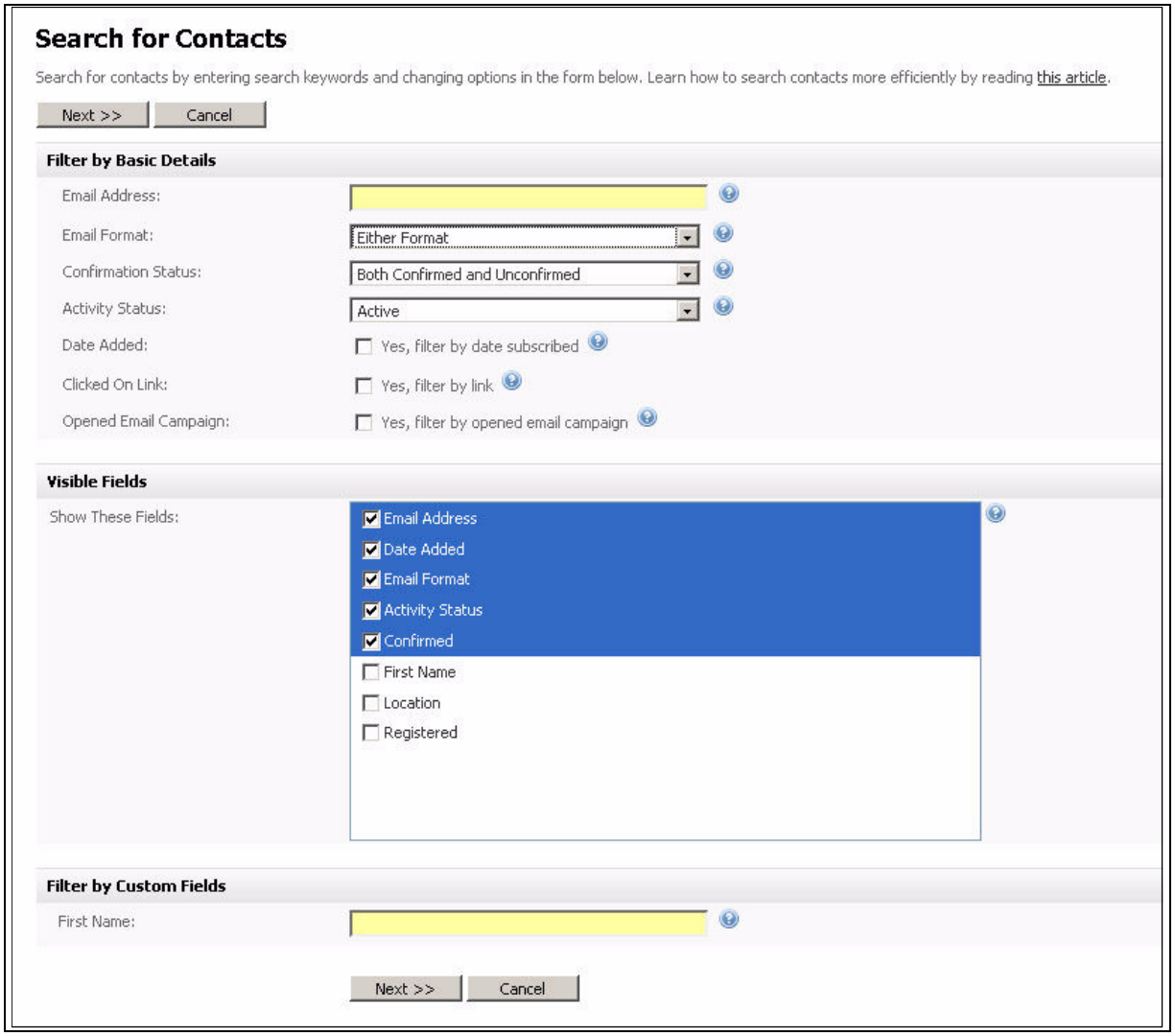
1 Click **Contacts** in the navigation bar, then click **Search contacts**.

Figure 38 Searching Contacts: Choose List or Segment


Search for Contacts
A contact is a person that has been added or subscribed to your contact list. You can view all of your contacts or you can use the filtering options to find specific contacts.
Next >>
Cancel
Search Options
Show Me:
View specific contacts from within the selected lists below
View all contacts within the selected segments below
Select a Contact List(s)
Contact List:
-- All Lists --
Leads for Sales Team (3 active contacts)
Leads from Trade Show (Oct 2007) (7 active contacts)
Newsletter Subscribers (From Product Demo's) (3,930 active contacts)
Newsletter Subscribers (From Website) (0 active contacts)
s (0 active contacts)
Webcast Attendees (Nov 2007) (0 active contacts)
Type here to search...
(Only visible contact lists/segments you have ticked will be selected)
Next >>
Cancel

2 Choose one of the **Search options**.
   - Select **View specific contacts from within the selected lists below** to search contact lists. A list of contact lists displays below.
   - Select **View all contacts within the selected segments below** to search segments. A list of segments displays below.
3 Select the **Contact list(s)** or **Segment(s)** you want to search below.
4 If you want to search for a contact list or segment, enter the list or segment's name in the **Type here to search** field.
5 Click **Next**.

Figure 39 Searching Contacts: Filter and Show Fields



6 Configure the **Filter by basic details** fields:

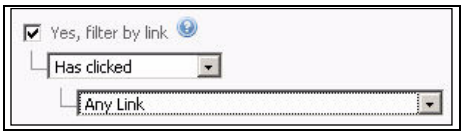
- If you want to search for all or part of an email address, enter it in the **Email address** field.
- If you want to search for contacts configured to receive **HTML** or **Text** emails only, select the relevant option from the **Email format** list.
- If you want to search for contacts who are **Confirmed** or **Unconfirmed** only, select the relevant option from the **Confirmation status** list. If you want to search for both, leave **Both confirmed and unconfirmed** selected (default).
- If you want to search for contacts who are **Active**, **Bounced**, or **Unsubscribed**, select the relevant option from the **Activity status** list.
- If you want to search for contacts who subscribed **Before** or **After** a certain date, **Between** two dates, or **Exactly** on a particular date, select **Yes, filter by date subscribed** and make the relevant selection in the fields that display.

Figure 40 Searching Contacts: Filter By Date Subscribed

Select the day and month in the drop-down list boxes. Enter the year in the field to the right. If you selected **Between**, configure the end date in the fields beneath.

- If you want to search for contacts who have, or have not, clicked on a specific link in your email campaigns, select **Yes, filter by link**.

Figure 41 Searching Contacts: Filter By Link



If you want to find contacts who have clicked on a link, select **Has clicked** in the first list, and select the relevant link in the second list.

If you want to find contacts who have not yet clicked on a link, select **Has not clicked**, and select the relevant link in the second list.

- If you want to search for contacts who have, or have not, opened a specific email, select **Yes, filter by opened email campaign**.

Figure 42 Searching Contacts: Filter By Opened Email

If you want to search for contacts who have opened an email, select **Has opened** in the first list, and select the email campaign in the second list.

If you want to find contacts who have not yet opened an email, select **Has not opened**, and select the email campaign in the second list.

7 In the **Visible fields** section, select the fields that you want to see in the search results list.

8 If the contact list contains custom fields, you can search each field in the **Filter by custom fields** section.

9 Click **Next**.

10 The **Search results** screen displays, showing the contacts the fulfill the criteria you specified. The fields in this screen are the same as those in the **View contacts** screen; see Viewing and Managing Contacts.

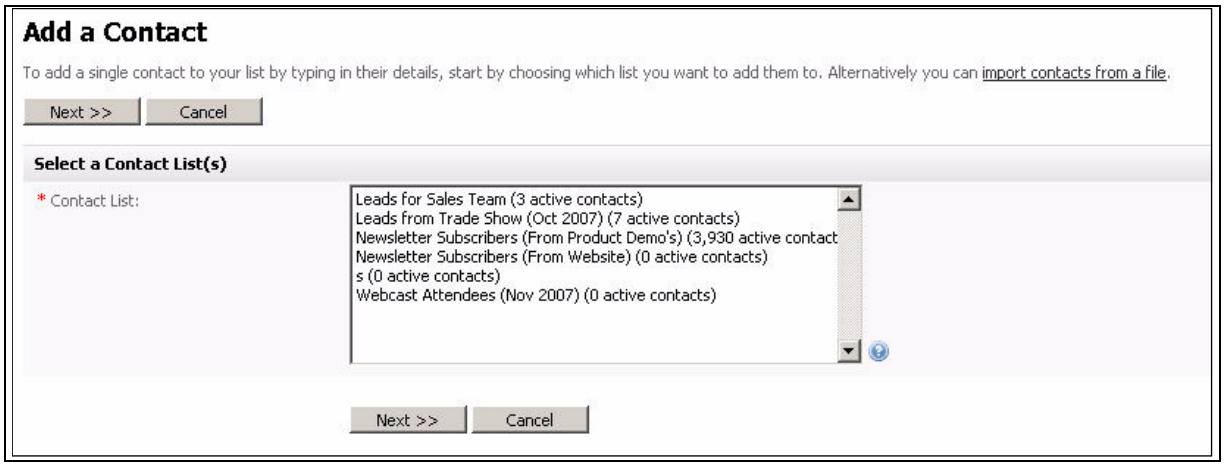
Adding or Editing a Contact

Take the following steps to add a contact to one of your contact lists:

Note: If you want to add contacts from a file, see Importing Contacts From a File.

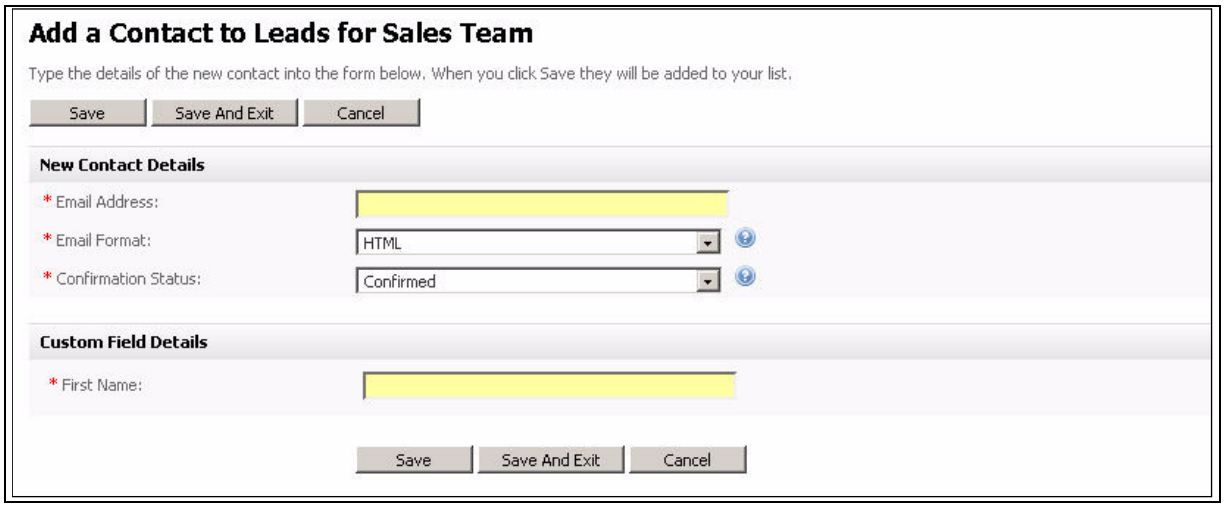
1 Click **Contacts** in the navigation bar, then click **Add a contact**.

Figure 43 Add a Contact: Select Contact List


Add a Contact
To add a single contact to your list by typing in their details, start by choosing which list you want to add them to. Alternatively you can import contacts from a file.
Next >>
Cancel
Select a Contact List(s)
* Contact List:
Leads for Sales Team (3 active contacts)
Leads from Trade Show (Oct 2007) (7 active contacts)
Newsletter Subscribers (From Product Demo's) (3,930 active contact
Newsletter Subscribers (From Website) (0 active contacts)
s (0 active contacts)
Webcast Attendees (Nov 2007) (0 active contacts)
Next >>
Cancel

2 Select the **Contact list** to which you want to add the contact. Click **Next**.

Figure 44 Add a Contact: Add Contact Details



3 Enter the contact's details:

- Enter the contact's **Email address**.
- Select an option from the **Email format** list. If you want the contact to receive HTML emails, select **HTML**. If you want the contact to receive plain text emails, select **Text**.

Note: Contacts set to receive HTML emails can also receive text emails.

- Select a **Confirmation status**. If you want to send a confirmation email to the contact later, select **Unconfirmed**. Otherwise, select **Confirmed**.

4 If the contact list to which you are adding this contact has additional custom fields, enter the required information in the **Custom field details** section of this screen.

5 Click **Save** to add the contact to the list and enter another contact's details.

Click **Save and Exit** to add the contact to the list and return to the first **Add a contact** screen.

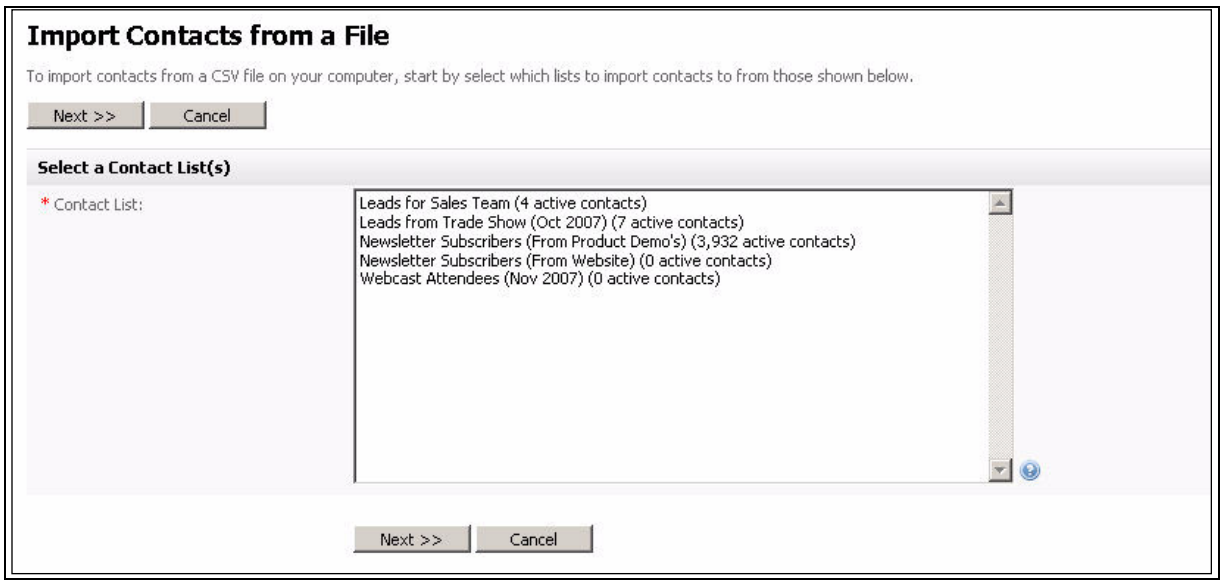
Alternatively, click **Cancel** if you want to return to the previous screen without saving any contact details.

Importing Contacts from a File

Take the following steps to import contact information from a CSV file to Pinpointe.

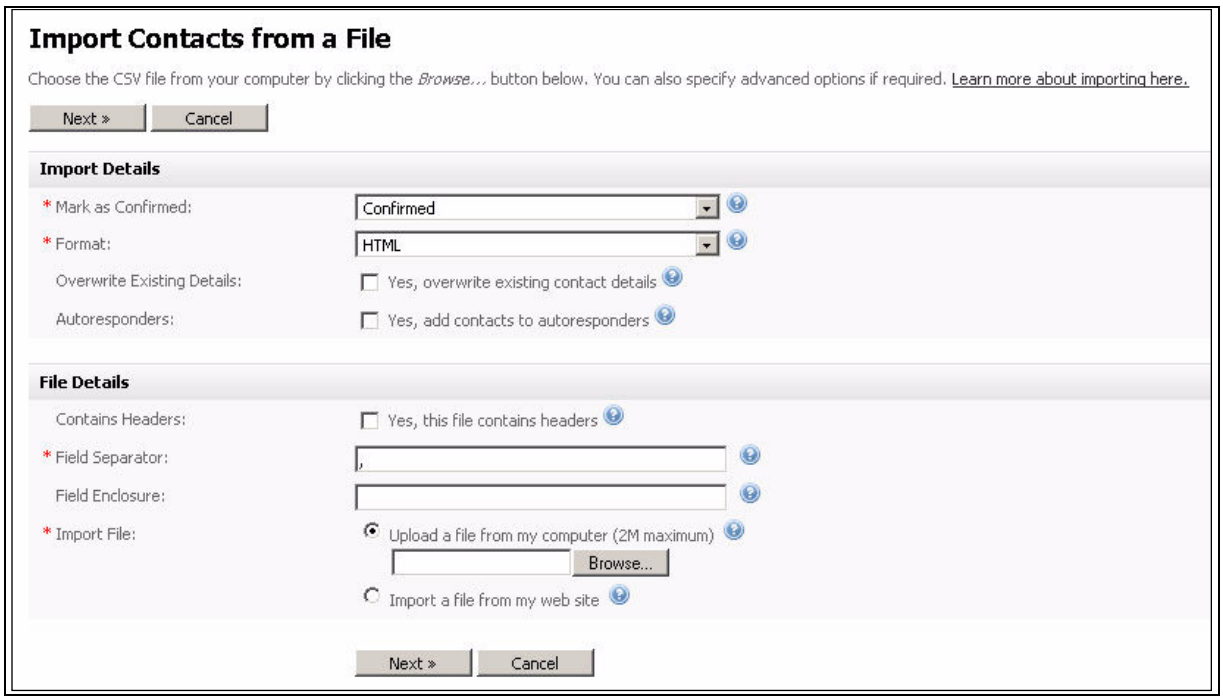
1 Click **Contacts** in the navigation bar, and then click **Import contacts from a file**.

Figure 45 Import Contacts From a File


Import Contacts from a File
To import contacts from a CSV file on your computer, start by select which lists to import contacts to from those shown below.
Next >>
Cancel
Select a Contact List(s)
* Contact List:
Leads for Sales Team (4 active contacts)
Leads from Trade Show (Oct 2007) (7 active contacts)
Newsletter Subscribers (From Product Demo's) (3,932 active contacts)
Newsletter Subscribers (From Website) (0 active contacts)
Webcast Attendees (Nov 2007) (0 active contacts)
Next >>
Cancel

2 Select the contact list (or lists) to which you want to import contacts in the **Contact list** field.

Figure 46 Define File Parameters



3 In the **Import details** section, define how you want to import the contacts:

- If you intend to send confirmation emails to the contacts in the future (as part of a double-opt-in procedure), select **Unconfirmed** in the **Mark as confirmed** list. Otherwise, select **Confirmed**.
- If you want to configure imported contacts to receive plain text emails only, select **Text** in the **Format** list. Otherwise, select **HTML**.

Note: HTML contacts can receive both HTML and text emails.

- When you select **Yes, overwrite existing contact details**, an email address that is already stored in the contact list is overwritten if the same address appears in the imported contact list.
- When you select **Yes, add contacts to autoresponders**, any autoresponders created for this list are sent out to the imported contacts. If you deselect this option, the imported contacts do not receive autoresponders.

  If you are not sure, deselect this option.

4 In the **File details** section, specify how the file you want to import is configured:

- If the file you want to import contains headers (a line of information at the start of the file that defines field names), select **Yes, this file contains headers**.

Note: The names of field headers should be separated by the character you specify in the **Field separator** field.

- Specify the **Field separator** your file uses to identify where fields begin and end.

Note: In a CSV file, the field separator is usually a comma.

- If your file uses a character to enclose field's information, enter it here. If you are not sure, leave this field blank.

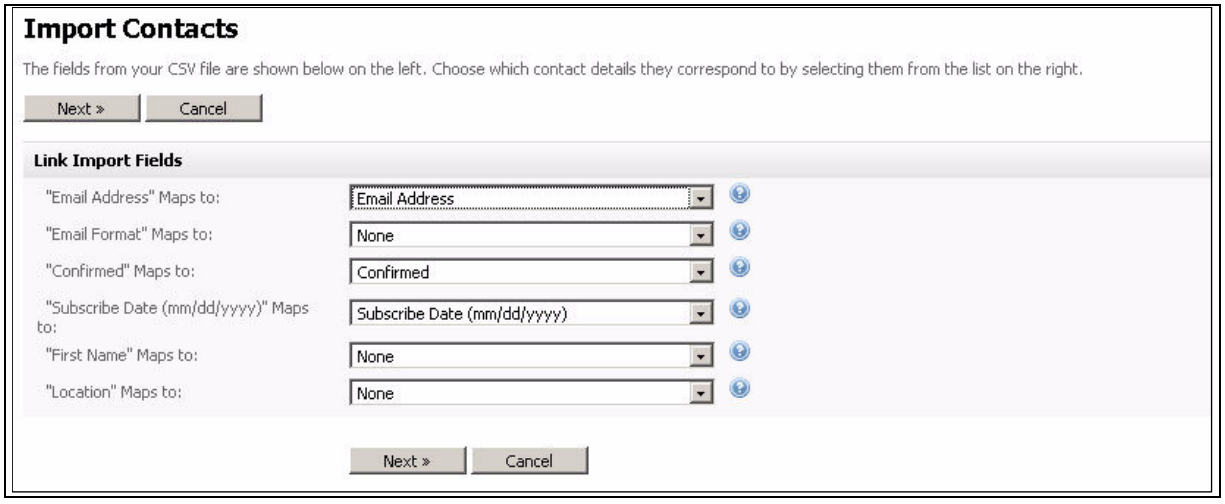
5 If you want to import a file from your computer, select **Upload a file from my computer** and click **Browse** to locate the file.

6 If you want to import a file that is already on Pinpointe server, select **Import a file from my web site** and select the file.

Note: Upload the file to the server's **Admin/Import** folder first.

7 Click **Next**.

Figure 47 Define Field Mapping



8 This screen allows you to map the fields in the imported file with fields in Pinpointe's contact list.

The text on the left of the screen displays the fields in the imported file. Select the contact list field to which each field should map.

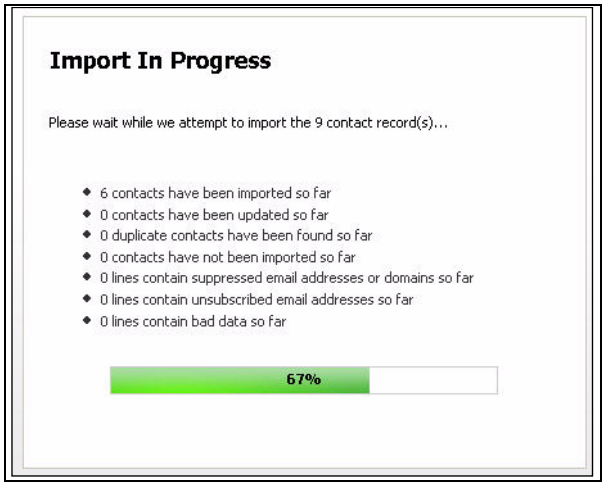
9 Click **Next**.

Figure 48 Start Importing Contacts

Import Contacts
Click the button below to start importing your contacts. Please do not close your browser or navigate away from this page while your contacts are being imported.
Start Importing...

10 Click **Start importing**.

Figure 49 Import In Progress


Import In Progress
Please wait while we attempt to import the 9 contact record(s)...
6 contacts have been imported so far
0 contacts have been updated so far
0 duplicate contacts have been found so far
0 contacts have not been imported so far
0 lines contain suppressed email addresses or domains so far
0 lines contain unsubscribed email addresses so far
0 lines contain bad data so far
67%

When the process is complete, a screen displays with a report of the results.

Figure 50 Contact Import Report

Import Contacts
The contact import has been completed successfully
7 contacts were imported successfully
0 contacts were updated successfully
0 contacts contained duplicate email addresses
0 contacts are unsubscribed
0 contacts are suppressed from joining this contact list
0 contacts contained bad data
0 contacts were not imported successfully

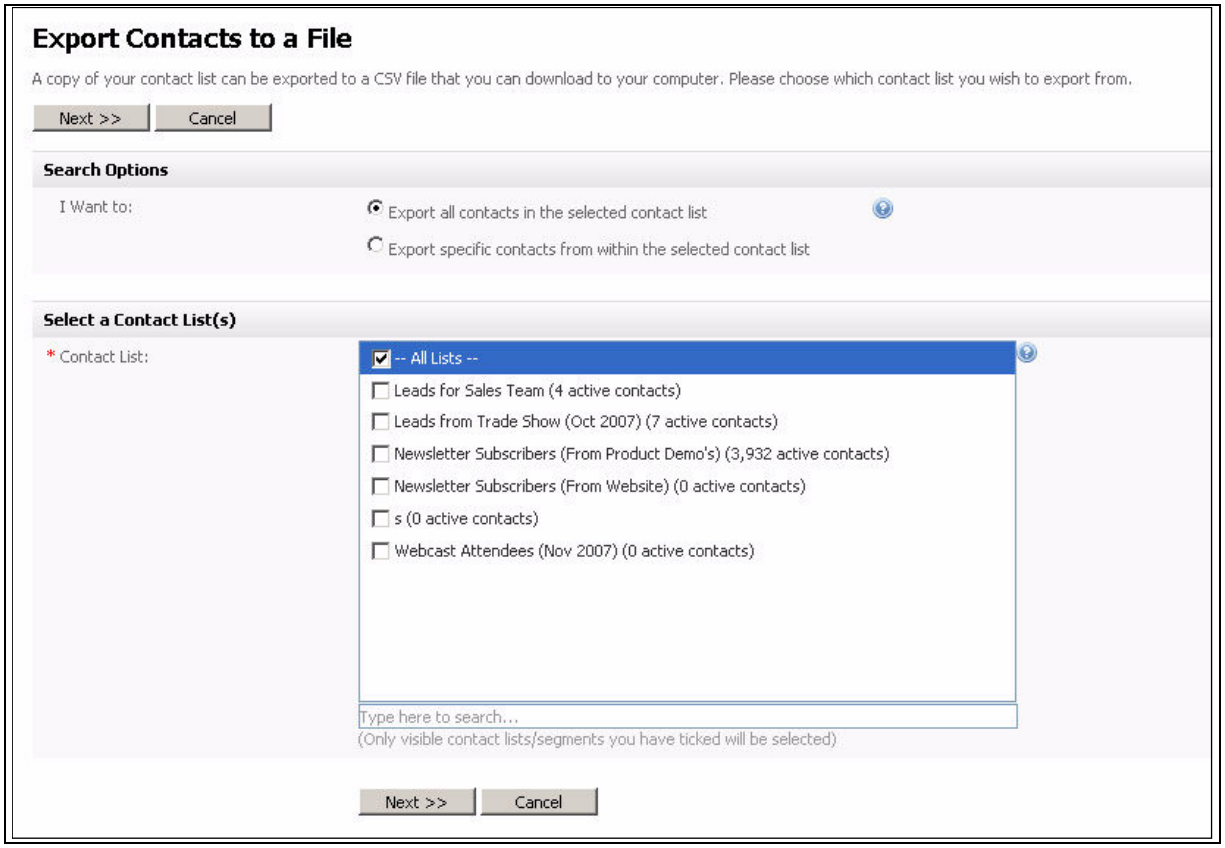
Exporting Contacts To a File

Take the following steps to export contacts to a CSV (Comma-Separated Value) or XML (Extensible Markup Language) file:

Note: You can export all contacts from a list (or multiple lists), or export only contacts who match certain criteria.

1 Click **Contacts** in the navigation bar, then click **Export contacts to a file**.

Figure 51 Export Contacts To a File


Export Contacts to a File
A copy of your contact list can be exported to a CSV file that you can download to your computer. Please choose which contact list you wish to export from.
Next >>
Cancel
Search Options
I Want to:
Export all contacts in the selected contact list
Export specific contacts from within the selected contact list
Select a Contact List(s)
* Contact List:
-- All Lists --
Leads for Sales Team (4 active contacts)
Leads from Trade Show (Oct 2007) (7 active contacts)
Newsletter Subscribers (From Product Demo's) (3,932 active contacts)
Newsletter Subscribers (From Website) (0 active contacts)
s (0 active contacts)
Webcast Attendees (Nov 2007) (0 active contacts)
Type here to search...
(Only visible contact lists/segments you have ticked will be selected)
Next >>
Cancel

2 Select a **Search option**:

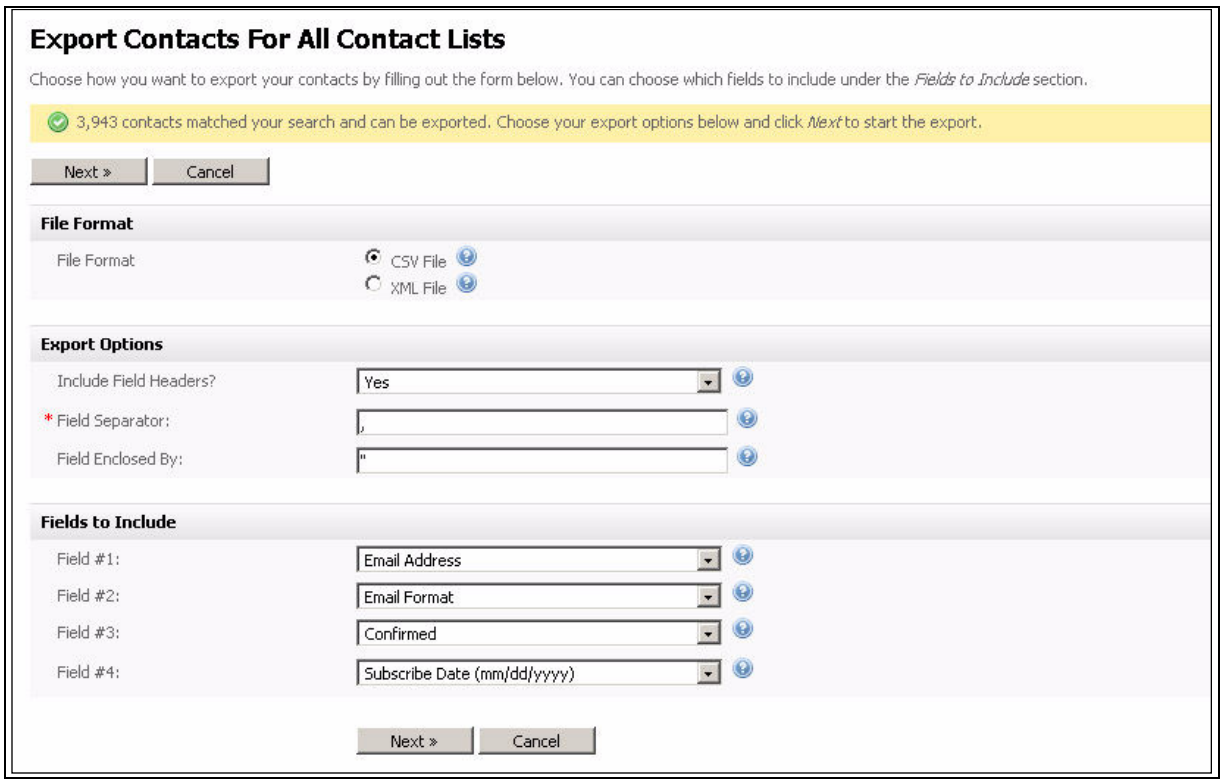
- To create a CSV file containing all the contacts in a list, select **Export all contacts in the selected contact list**.
- To create a CSV file containing only contacts who match certain criteria, select **Export specific contacts from within the selected contact list**. You can select criteria in the next screen (see step 4).

3 Select the contact list (or lists) you want to export in the **Contact list** field. To search for a list, enter your search term in the field below.

4 If you selected **Export specific contacts from within the selected contact list,** a screen displays allowing you to refine your criteria. See step 6 for information on configuring the fields in this screen.

Click **Next** when you have finished.

Figure 52 Specify Contact File Details



5 Specify a **File format**:
   - Choose whether to export a **CSV file** or an **XML file**.
6 If you chose **CSV file**, choose your **Export options**:

Note: This section does not display if you selected XML file in the File format section.

Note: If you are unsure what to select in this section, leave these fields at their defaults.

   - Choose whether or not to **Include field headers**. If you include field headers, the first line of your file specifies field headers (for example, "Email, Format, Status").
   - Specify a **Field separator** character. This is the character that separates pieces of information in the file.
   - Specify a **Field enclosed by** character. If you enter a character in this field, the character appears to either side of each piece of information in the file.
7 Select the information fields you want to include in the exported CSV or XML file in the **Fields to include** section.
8 Click **Next**.

Figure 53 Start Exporting

Export Contacts to a File
Click the button below to start exporting (3,943 contacts will be exported). Please do not close your browser or navigate away from this page while your contacts are being exported.
Start Exporting...

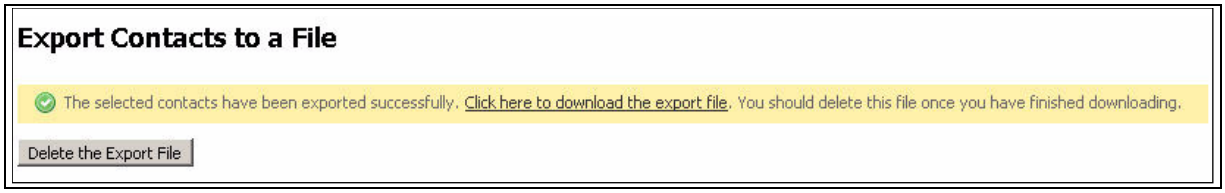
9 Click **Start exporting**. Pinpointe prepares the file.

Figure 54 Exporting Contacts

Exporting Contacts
Please wait while we attempt to export your 3,943 contact(s).
8%
211 of 3,943 contacts have been exported so far...

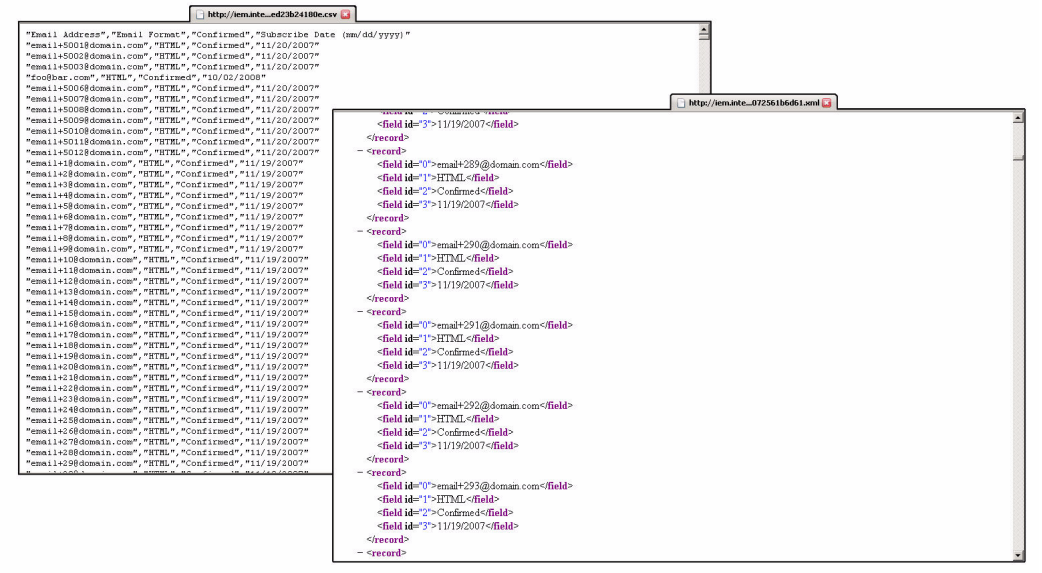
When the file is ready, the following screen displays.

Figure 55 Download Contacts File


Export Contacts to a File
The selected contacts have been exported successfully. Click here to download the export file. You should delete this file once you have finished downloading.
Delete the Export File

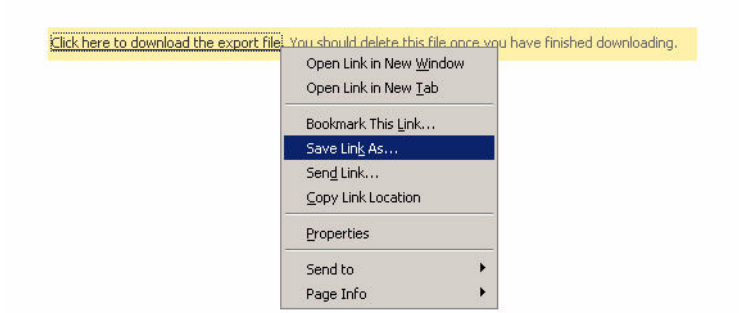
10 Click **Click here to download the export file**. The CSV or XML file displays in a new browser window.

Figure 56 View Exported Contacts File



Alternatively, right-click **Click here to download the export file** and select **Save link as**.

Figure 57 Save Exported Contacts File


Click here to download the export file. You should delete this file once you have finished downloading.
Open Link in New Window
Open Link in New Tab
Bookmark This Link...
Save Link As...
Send Link...
Copy Link Location
Properties
Send to
Page Info

Removing Contacts

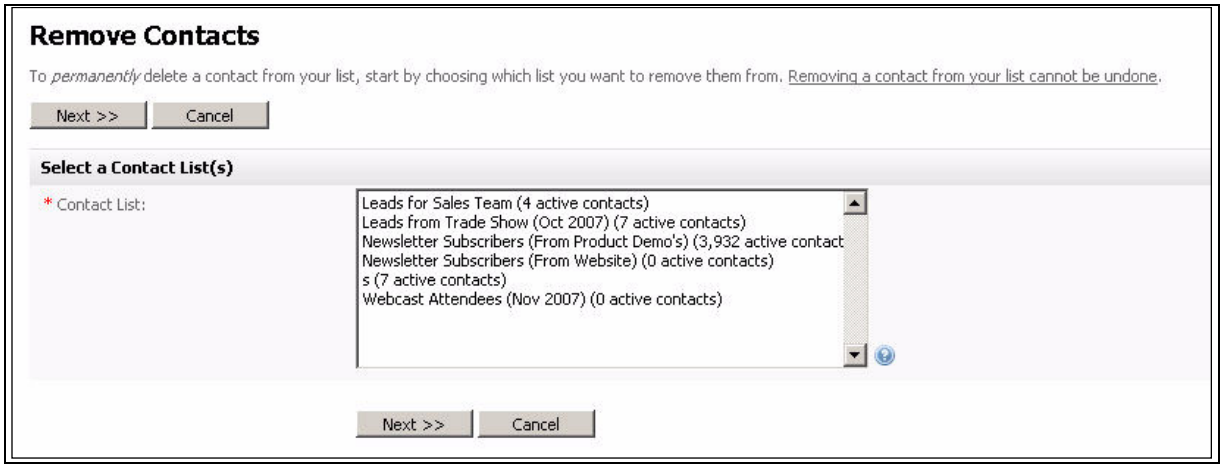
Take the following steps to permanently remove a contact from Pinpointe:

Note: You can remove contacts by entering their address manually, or by uploading a file containing the addresses of each contact you want to remove. Alternatively, use the **Contacts** > **View all contacts** screen to delete single contacts.

Note: You can also use this procedure to mark contacts as unsubscribed; see step 4.

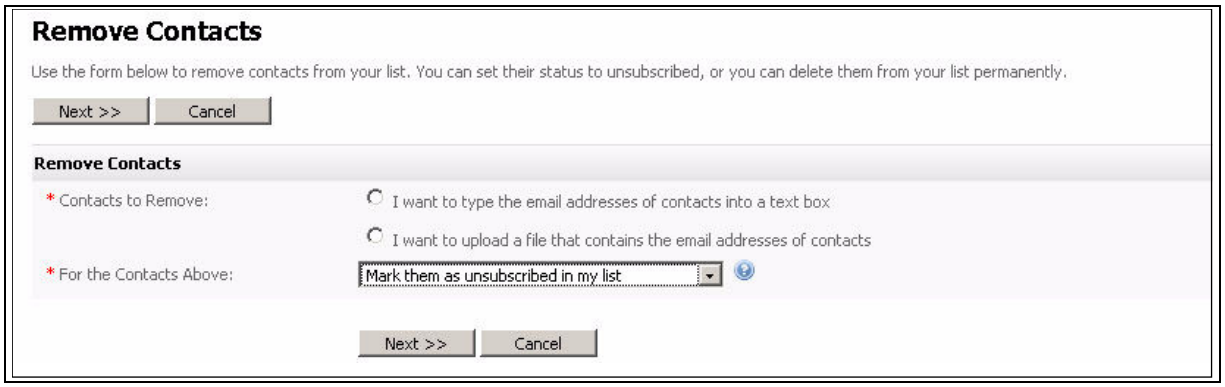
1 Click **Contacts** in the navigation bar, then click **Remove contacts**.

Figure 58 Remove a Contact: Choose Contact List


Remove Contacts
To permanently delete a contact from your list, start by choosing which list you want to remove them from. Removing a contact from your list cannot be undone.
Next >>
Cancel
Select a Contact List(s)
* Contact List:
Leads for Sales Team (4 active contacts)
Leads from Trade Show (Oct 2007) (7 active contacts)
Newsletter Subscribers (From Product Demo's) (3,932 active contact
Newsletter Subscribers (From Website) (0 active contacts)
s (7 active contacts)
Webcast Attendees (Nov 2007) (0 active contacts)
Next >>
Cancel

2 Select the contact list from which you want to remove contacts. Click **Next**.

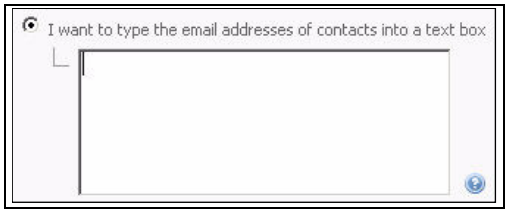
Figure 59 Remove a Contact: Define Contacts


Remove Contacts
Use the form below to remove contacts from your list. You can set their status to unsubscribed, or you can delete them from your list permanently.
Next >>
Cancel
Remove Contacts
* Contacts to Remove:
I want to type the email addresses of contacts into a text box
I want to upload a file that contains the email addresses of contacts
* For the Contacts Above:
Mark them as unsubscribed in my list
Next >>
Cancel

3 Define the contacts that you want to remove from the list:

- To enter the contact's email addresses manually, select **I want to type the email addresses of contacts into a text box**. Enter the addresses in the field that displays.

Figure 60 Enter Contact Addresses Manually



- To upload a list of email addresses, select **I want to upload a file that contains the email addresses of contacts**.

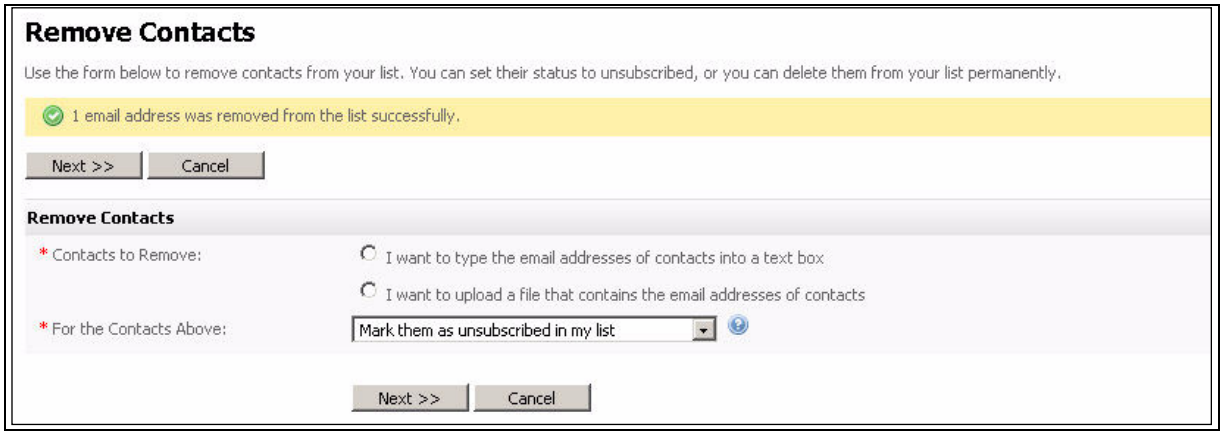
Note: The file that you use should contain email addresses only, one address to a line.

Figure 61 Upload List of Contacts to Remove

Enter the filepath of the file you want to use, or click **Browse** and locate the file.

4. Use the **For the contacts above** field to specify whether you want to delete the contacts permanently, or just mark them as unsubscribed:
   - If you want to delete the contacts permanently, select **Remove them from my list permanently**.
   - If you want to mark the contacts as unsubscribed, but keep the contact's details, select **Mark them as unsubscribed in my list**.
5. Click **Next**.
6. A screen displays with a report of the results. You can use this screen to delete more contacts from the list.

Figure 62 Removed Contact Report


Remove Contacts
Use the form below to remove contacts from your list. You can set their status to unsubscribed, or you can delete them from your list permanently.
1 email address was removed from the list successfully.
Next >>
Cancel
Remove Contacts
* Contacts to Remove:
I want to type the email addresses of contacts into a text box
I want to upload a file that contains the email addresses of contacts
* For the Contacts Above:
Mark them as unsubscribed in my list
Next >>
Cancel

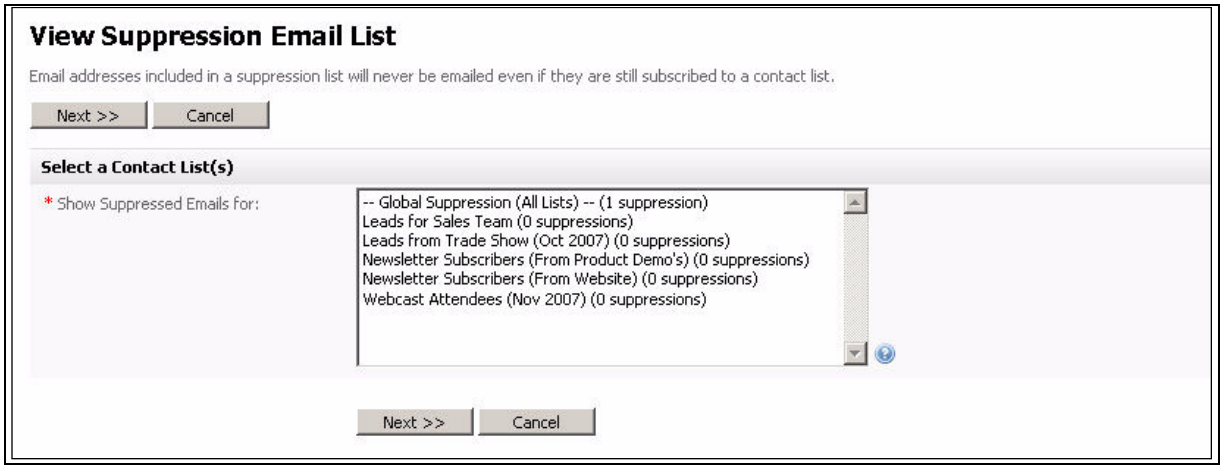
Viewing Suppressed Email Addresses

Suppressed email addresses are those to which email addresses are never sent, even if the address is subscribed to a list. You can view suppressed email addresses for all contact lists, or for a specific list.

Take the following steps to see the suppressed email addresses for a contact list:

1. Click **Contacts** in the navigation bar, then click **Email Suppression List**.

Figure 63 Email Suppression List: Choose Contact List


View Suppression Email List
Email addresses included in a suppression list will never be emailed even if they are still subscribed to a contact list.
Next >>
Cancel
Select a Contact List(s)
* Show Suppressed Emails for:
-- Global Suppression (All Lists) -- (1 suppression)
Leads for Sales Team (0 suppressions)
Leads from Trade Show (Oct 2007) (0 suppressions)
Newsletter Subscribers (From Product Demo's) (0 suppressions)
Newsletter Subscribers (From Website) (0 suppressions)
Webcast Attendees (Nov 2007) (0 suppressions)
Next >>
Cancel

2 Choose the contact list for which you want to see suppressed email addresses. To see suppressed email addresses for all lists, select **Global Suppression**.

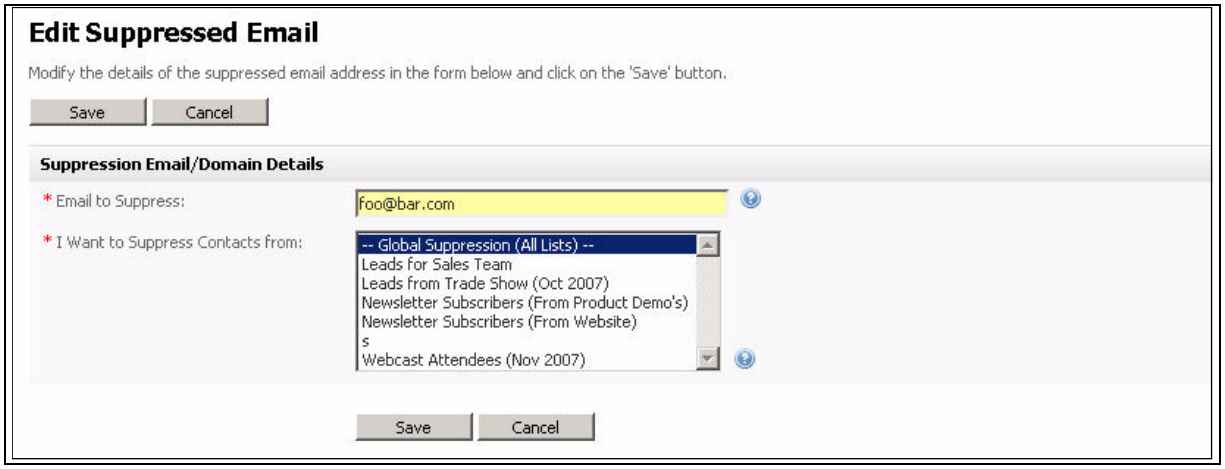
Figure 64 Email Suppression List: View Suppressed Email Addresses

View Suppressed Emails for -- Global Suppression (All Lists) --
Email addresses included in a suppression list will never be emailed even if they are still subscribed to a contact list.
Suppress an Email Address or Domain...
Delete Selected
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Email Address
Date Suppressed
Action
foo@bar.com
02 Oct 2008
Edit Delete

3 This screen displays the list of suppressed email addresses for the list or lists you specified, as well as the date on which each address was suppressed. You can take the following actions:

- Click **Suppress an email or domain** to add an entry to the email suppression list. See Suppressing an Email Address or Domain.
- Select the checkbox next to an **Email address** (select the checkbox at the head of the column to select all entries in the list) and click **Delete selected** to remove the address from the list. The address is no longer suppressed. You can also delete an address by clicking its **Delete** link.
- Click an address's **Edit** link to edit the suppressed address's details.

Figure 65 Edit Suppressed Email Address


Edit Suppressed Email
Modify the details of the suppressed email address in the form below and click on the 'Save' button.
Save
Cancel
Suppression Email/Domain Details
* Email to Suppress:
foo@bar.com
* I Want to Suppress Contacts from:
-- Global Suppression (All Lists) --
Leads for Sales Team
Leads from Trade Show (Oct 2007)
Newsletter Subscribers (From Product Demo's)
Newsletter Subscribers (From Website)
s
Webcast Attendees (Nov 2007)
Save
Cancel

Edit the address in the **Email to suppress** field, if required.

You can also change the list that this email should be barred from. To bar the email address from all lists in Pinpointe, select **Global suppression**.

- Click **Save** when you have finished, or click **Cancel** to return to the **View suppressed emails** list without saving any changes.

Suppressing an Email Address or Domain

You can bar an email address or a domain (like "exampledomain.com", for instance) from having emails sent to it. This is known as suppressing the email address or domain.

This takes precedence over other settings; for instance, an email address may be an active member of a contact list, but it will never have emails or autoresponders sent to it if it is suppressed.

Note: You can suppress email addresses and domains by entering the information manually, or by uploading a file containing the information. Alternatively, use the **Contacts** > **Email suppression list** screen to suppress single email addresses or domains.

Take the following steps to suppress an email address or a domain:

1 Click **Contacts** in the navigation bar, then click **Suppress an email or domain**.

Figure 66 Suppress an Email or Domain: Select Contact List

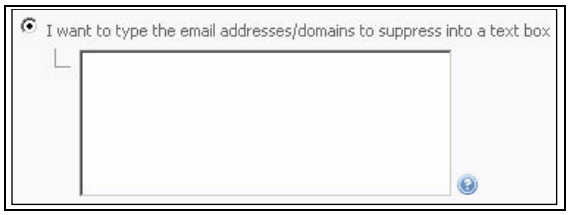
Add Emails/Domains to Suppression List
Email addresses included in a suppression list will never be emailed even if they are still subscribed to a contact list.
Save
Cancel
Suppression Email/Domain Details
* I Want to Suppress Contacts from:
-- Global Suppression (All Lists) --
* Emails or Domains to Suppress:
I want to type the email addresses/domains to suppress into a text box
I want to upload a file that contains the email addresses/domains to suppress
Save
Cancel

2. Select the contact list from which you want this address or domain to be barred in the **I want to suppress contacts from list**. To bar an address or domain from all contact lists, select **Global suppression**.
3. Define the addresses or domains you want to suppress:

Note: To suppress a domain, enter it in the following format: "@domain.tld", where "domain" is the domain you want to suppress, and ".tld" is the top-level domain (".com", for example).
So, to suppress all email addresses belonging to **www.yahoo.co.uk** (for example), enter "@yahoo.co.uk".

- To enter the email addresses or domains manually, select **I want to type the email addresses/domains to suppress into a text box**. Enter the addresses or domains in the field that displays.

Figure 67 Enter Addresses or Domains for Suppression Manually



- To upload a list of email addresses or domains, select **I want to upload a file that contains the email addresses/domains to suppress**.

Note: The file that you use should contain email addresses or domain names only, one address or domain name to a line.

Figure 68 Upload List of Addresses or Domains for Suppression

Enter the filepath of the file you want to use, or click **Browse** and locate the file.

4 A screen displays with a report of the results. You can use this screen to add more email addresses or domains to the list.

Figure 69 Suppressed Email Address or Domain Report

Add Emails/Domains to Suppression List
Email addresses included in a suppression list will never be emailed even if they are still subscribed to a contact list.
1 email address has been suppressed successfully
Save
Cancel
Suppression Email/Domain Details
* I Want to Suppress Contacts from:
-- Global Suppression (All Lists) --
* Emails or Domains to Suppress:
I want to type the email addresses/domains to suppress into a text box
I want to upload a file that contains the email addresses/domains to suppress
Save
Cancel

Using Forms

This chapter discusses how to use the **Forms** menu in the navigation bar.

Figure 70 The Forms Menu

Forms Overview

Forms allow members of the public to interact with Pinpointe by signing up to contact lists, unsubscribing from contact lists, and changing the details stored about them. Contacts can also easily forward emails on to their friends using a form.

- The forms you use to allow people to sign up to, or unsubscribe from, contact lists are hosted on your own website. The forms you add to your site on the Internet use scripts to interact with Pinpointe.
- The forms you use to allow contacts to change the details stored about them on Pinpointe or to forward an email to a friend are not hosted on your website. Instead, you can add them to the emails you send.

  The forms you add to your emails also use scripts to interact with Pinpointe. Therefore, such forms will work correctly only when the form is able to access Pinpointe over the Internet, and not when contacts view the emails offline.

Viewing and Managing Forms

To view and manage your forms, click **Forms** in the navigation bar and then click **View website forms**.

Figure 71 Viewing and Managing Forms

View Website Forms
Website forms can be placed on your website to collect new contacts, let existing contacts modify their details, or even unsubscribe from your list. Learn more here.
Create a Website Form...
Delete Selected
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Form Name
Created
Form Type
Action
subscribe
07 Oct 2008
Subscription
View Get HTML Edit Copy Delete
foo
07 Oct 2008
Send to Friend
View Get HTML Edit Copy Delete

Table 19 Viewing and Managing Forms

Create a website form	Click this to create a new form. See Creating and Editing Forms.
Delete selected	Select one or more forms in the list and click this to remove the forms from Pinpointe. The form or forms cannot be retrieved.
	Select a box belonging to form and click Delete selected to remove the form from Pinpointe. The form cannot be retrieved. Select the box at the top of the column to select all form.
Form name	This displays the name of the form
Created	This displays the date on which the form was created.
Form type	This displays the function of the form (**Subscription, Unsubscribe, Modify details** or **Send to Friend**). See Creating and Editing Forms for more information on the types of form available.
Action	• Click **View** to see what the form looks like in a new browser window. • Click **Get HTML** to see the form's HTML code. Note: This feature is not available for **Modify details** and **Send to friend** forms. • Click **Edit** to change the form's configuration. See Creating and Editing Forms for information on the screens that display. • Click **Copy** to create a new copy of the form. The new form displays in the list, with "Copy of" appended to the original name. • Click **Delete** to remove the form from Pinpointe. The form cannot be retrieved.

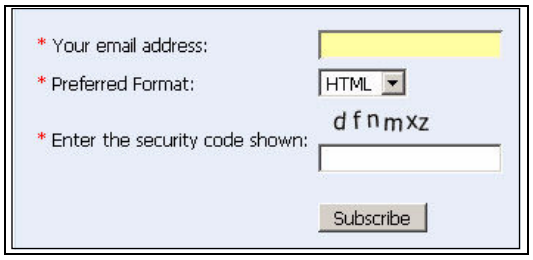
Creating and Editing Forms

You can create various types of forms in Pinpointe:

- **Subscription**: lets contacts sign up for your emails. See Creating or Editing a Subscription Form.
- **Unsubscribe**: lets contacts unsubscribe from your list, and stop receiving emails. This has the same effect as the unsubscribe link you can add to your emails. See Creating or Editing an Unsubscribe Form.
- **Modify details**: lets contacts change the information recorded about them in your contact list. See Creating or Editing a Modify Details Form.
- **Send to friend**: lets contacts forward an email to another person. See Creating or Editing a Send to Friend Form.

Creating or Editing a Subscription Form

Figure 72 Example Subscription Form



Take the following steps to set up or edit a **Subscription** website form. See the corresponding sections for information on how to complete each step.

1. Click **Forms** in the navigation bar, then **Create a website form**.
2. Select **Subscription** in the **Choose a form type** field. Configure the other basic form settings (form name, form design and format, CAPTCHA security, and the contact list - or lists - for the form). See Configuring Basic Form Settings.

Note: The options in steps 3 and 4 are available only when you select the corresponding options in step 2.

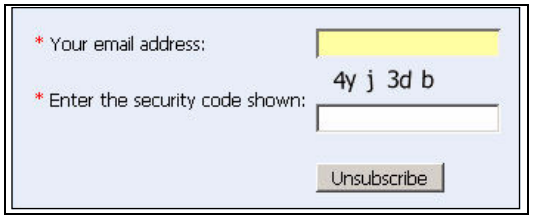
3. Design the confirmation page (a page that displays when contacts have filled in their details, requiring that they click another link to be added to the list) and the confirmation email (an email sent to contacts requiring that they click a link to be added to the list). See Designing a Confirmation Page and Email.
4. Design the thank-you page (the page that displays once contacts have been successfully added to the list) and the thank-you email (an email sent to contacts

once they have been successfully added to the list). See Designing a Thank-You Page and Email.

5. Design the error page (a page that displays if an error occurs in the sign-up process). See Designing an Error Page.
6. Add the form to your website. See Adding a Form to Your Website.

Creating or Editing an Unsubscribe Form

Figure 73 Example Unsubscribe Form

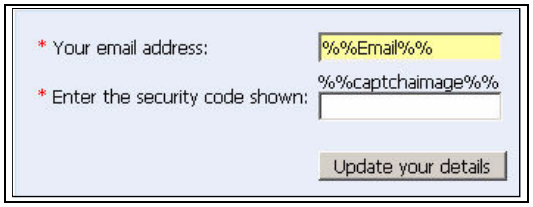


Take the following steps to set up or edit an **Unsubscribe** website form. See the corresponding sections for information on how to complete each step.

1. Click **Forms** in the navigation bar, then **Create a website form**.
2. Select **Unsubscribe** in the **Choose a form type** field. Configure the other basic form settings (form name, form design, and the contact list - or lists - for the form). See Configuring Basic Form Settings.
3. Design the confirmation page (a page that displays when contacts have filled in their details, requiring that they click another link to be removed from the list) and the confirmation email (an email sent to contacts requiring that they click a link to be removed from the list). See Designing a Confirmation Page and Email.
4. Design the thank-you page (the page that displays once contacts have been successfully removed from the list) and the thank-you email (an email sent to contacts once they have been successfully removed from the list). See Designing a Thank-You Page and Email.
5. Design the error page (a page that displays if an error occurs in the unsubscription process). See Designing an Error Page.
6. Add the form to your website. See Adding a Form to Your Website.

Creating or Editing a Modify Details Form

Figure 74 Example Modify Details Form



Take the following steps to set up or edit a **Modify details** form. See the corresponding sections for information on how to complete each step.

1. Click **Forms** in the navigation bar, then **Create a website form**.
2. Select **Modify Details** in the **Choose a form type** field. Configure the other basic form settings (form name, form design and format, CAPTCHA security, and the contact list - or lists - for the form). See Configuring Basic Form Settings.
3. Design the thank-you page (the page that displays once contacts have successfully modified their details) and the thank-you email (an email sent to contacts once they have been successfully modified their details). See Designing a Thank-You Page and Email.
4. Design the error page (a page that displays if an error occurs in the modification process). See Designing an Error Page.
5. Include a link to the form in your emails or autoresponders using the corresponding custom field.

   When you are editing a template, email or autoresponder, click the **Custom fields** button. Then, select **Modify details forms**. Select the name of the form from the list that displays.

Note: You cannot add **modify details** forms to your website. Use the custom field link to add them to your emails instead.

Creating or Editing a Send to Friend Form

Figure 75 Example Send to Friend Form

Your Name :
Your Email Address :
%%Email%%
Your Friends Name :
Your Friends Email Address :
Hey, I found this really interesting newsletter that I thought you might like to read for yourself.
Send to your friend

Take the following steps to set up or edit a **Send to friend** form. See the corresponding sections for information on how to complete each step.

1. Click **Forms** in the navigation bar, then **Create a website form**.
2. Select **Send to Friend** in the **Choose a form type** field. Configure the form design. See Configuring Basic Form Settings.
3. Design the thank-you page (the page that displays once contacts have successfully forwarded the email). See Designing a Thank-You Page and Email.

4. Design the forwarded email headers (the HTML and text headers that display above the forwarded email, identifying the sender by whom it was forwarded). See Configuring Forwarded Email Headers.
5. Design the error page (a page that displays if an error occurs in the sending process). See Designing an Error Page.
6. Include a link to the form in your emails or autoresponders using the corresponding custom field.

   When you are editing a template, email or autoresponder, click the **Custom fields** button. Then, select **Send to friend forms**. Select the name of the form from the list that displays.

Note: You cannot add **send to friend** forms to your website. Use the custom field link to add them to your emails instead.

Configuring Basic Form Settings

Use this screen to configure basic form settings such as form name and type, form design, and the contact list (or lists) with which the form is associated.

Note: The fields that display in this screen depend on the selection you made in the previous screen.

Figure 76 Configuring Basic Form Settings

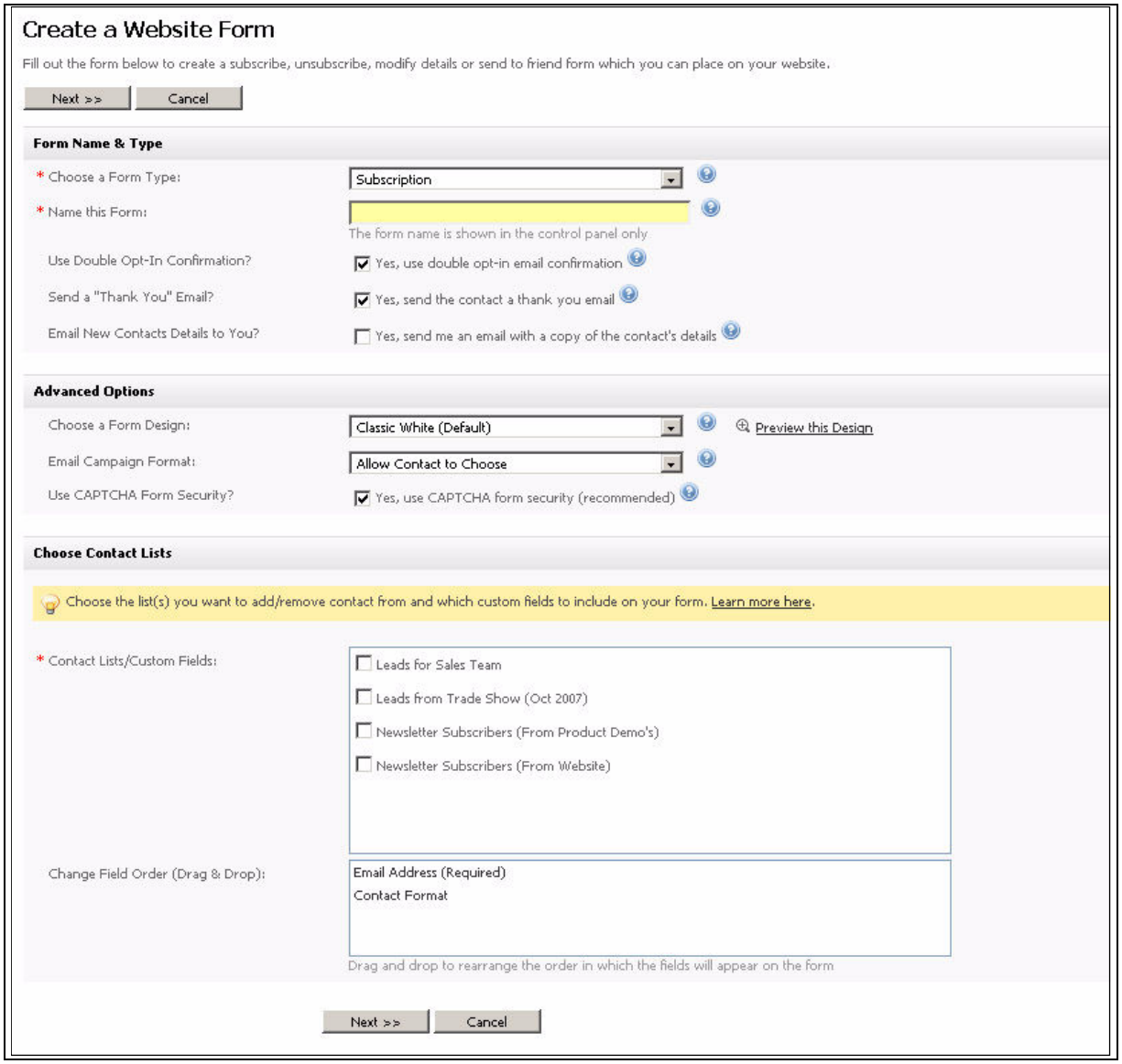

Create a Website Form
Fill out the form below to create a subscribe, unsubscribe, modify details or send to friend form which you can place on your website.
Next >>
Cancel
Form Name & Type
* Choose a Form Type:
Subscription
* Name this Form:
The form name is shown in the control panel only
Use Double Opt-In Confirmation?
Yes, use double opt-in email confirmation
Send a "Thank You" Email?
Yes, send the contact a thank you email
Email New Contacts Details to You?
Yes, send me an email with a copy of the contact's details
Advanced Options
Choose a Form Design:
Classic White (Default)
Preview this Design
Email Campaign Format:
Allow Contact to Choose
Use CAPTCHA Form Security?
Yes, use CAPTCHA form security (recommended)
Choose Contact Lists
Choose the list(s) you want to add/remove contact from and which custom fields to include on your form. Learn more here.
* Contact Lists/Custom Fields:
Leads for Sales Team
Leads from Trade Show (Oct 2007)
Newsletter Subscribers (From Product Demo's)
Newsletter Subscribers (From Website)
Change Field Order (Drag & Drop):
Email Address (Required)
Contact Format
Drag and drop to rearrange the order in which the fields will appear on the form
Next >>
Cancel

Table 20 Configuring Basic Form Settings

Form name and type	
Choose a form type	Select the type of form you want to create. See Creating and Editing Forms.
Name this form	Enter a name for this form. This name identifies the form in Pinpointe.
Use double opt-in confirmation	Select this if you want to send an email to contacts in which they must click a link to confirm that they want to subscribe to this list. Deselect this if you do not want to send such an email.
Send a "thank you" email	Select this if you want to send an email to contacts once they have successfully subscribed to the list. Deselect this if you do not want to send such an email.
Email new contact details to you	Select this if you want to receive the information that a contact enters by email. Deselect this if you do not want to receive such emails. Note: You can use this feature to turn a website form into a contact form; a contact can use it to send you information or queries directly. Usually, a contact who is already subscribed to a list and tries to subscribe again is directed to the error page (see Designing an Error Page). However, since a contact may want to send information to you on more than one occasion, contacts who complete a form with this feature configured directed to the thank-you page, and not the error page.
Advanced options	
Choose form design	This controls the text and background design of the form. Select a design from the list. Click **Preview this design** to see how the form will look. Note: You need to configure a name for the form (in the **Name this form** field) and select a contact list and custom fields (in the **Choose contact lists** section) before you can preview the design.
Email campaign format	• Select **Allow contact to choose** to let contacts who sign up using this form choose whether to receive HTML or plain-text emails. • Select **HTML** to send HTML emails to contacts who sign up using this form. • Select **Text** to send plain-text emails to contacts who sign up using this form.

Change format	Select this to allow contacts to change the format of the emails they receive (from HTML to text, or from text to HTML). Deselect this if you do not want to allow contacts to change the format of the emails they receive. Note: This field displays only when you select **Modify details** in the **Choose a form type** field.
Use CAPTCHA form security	Select this if you want to use a CAPTCHA field in your form. CAPTCHA security presents the user with an image of numerals and text, arranged in a manner unreadable by machines. The user must enter the numerals and text in a nearby field. Use CAPTCHA if you want to prevent automated software signing up to your lists, which could degrade service for real contacts and make the information in your contact lists unreliable. Deselect this if you do not want to use CAPTCHA security. Note: CAPTCHA stands for "Completely Automated Public Turing test to tell Computers and Humans Apart". A Turing test, named after mathematician and cryptographer Alan Turing, is a test intended to differentiate between an intelligent agent (such as a human), and an unintelligent agent (such as a piece of pre-programmed software). Ideally, only intelligent agents can pass a Turing test.
Choose contact lists	
Contact lists/custom fields	Select the contact lists you want to associate with this form. • If you selected **Subscription** in the **Choose a form type** field, contacts are added to the list or lists you select. • If you selected **Unsubscribe** in the **Choose a form type** field, contacts are removed from the list or lists you select. • If you selected **Modify details** in the **Choose a form type** field, contacts from the lists you select may modify their details. If a contact list is associated with one or more custom fields, the fields display when you select the list. Select the fields you want to display in this form. If you choose multiple lists, **List options** displays. Use this to allow users to choose the list (or lists) to which they want to be added. Note: If a custom field is mandatory, make sure you include it in your form.
Change field order (drag & drop)	Use this section to change the order in which the fields display in your form. Simply click and drag a field to its new location.
Next	Click this to proceed to the next screen. The next screen depends on the option you selected in the **Choose a form type** field.
Cancel	Click this to return to the **View website forms** screen.

Designing a Confirmation Page and Email

Use this screen to configure a page in which contacts must confirm they want to receive emails, and an email in which contacts must click a link to confirm they want to receive emails.

Note: The fields that display in this screen depend on the type of form you are creating. Not all fields display for all form types.

Figure 77 Designing a Confirmation Page and Email

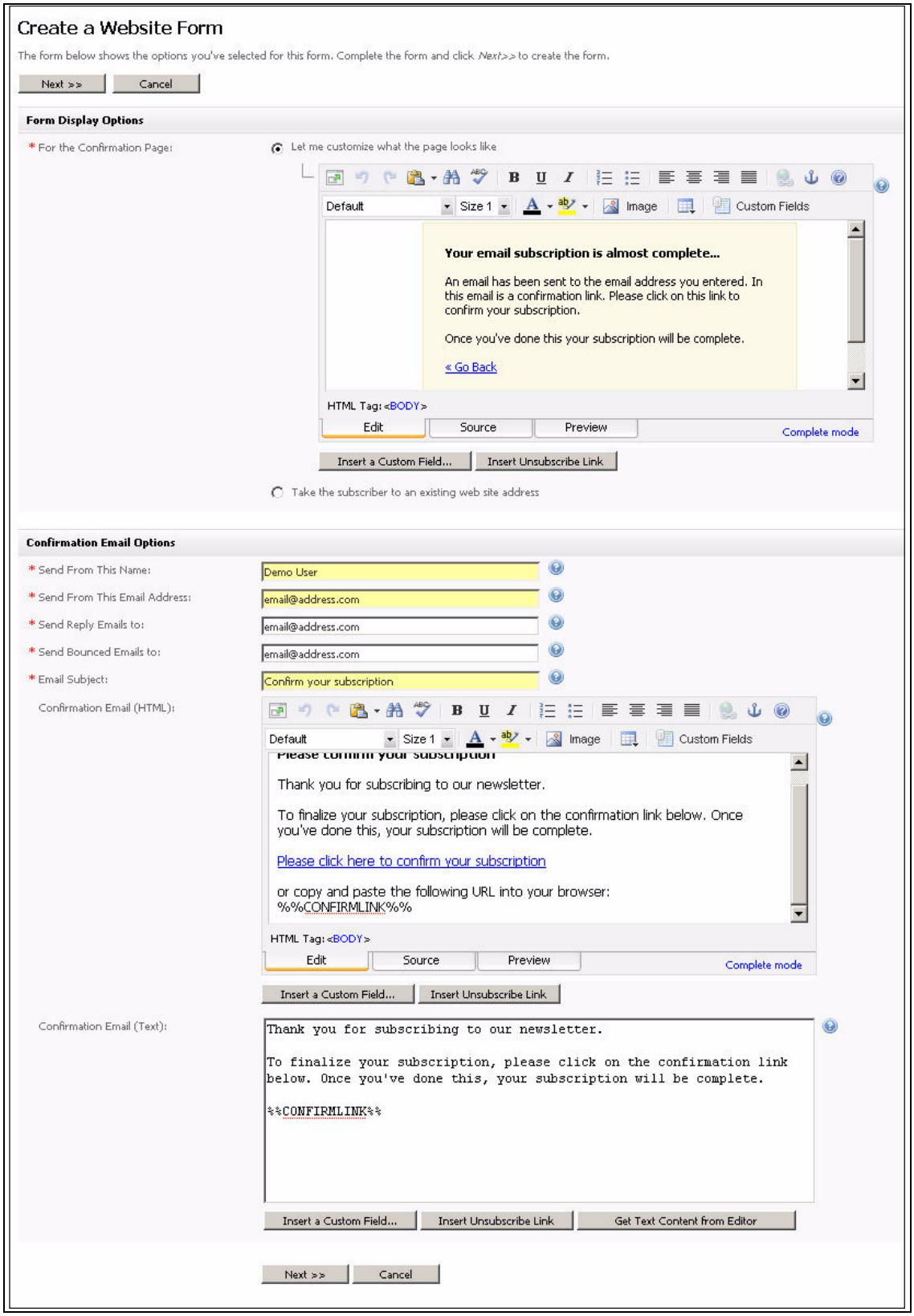

Create a Website Form
The form below shows the options you've selected for this form. Complete the form and click Next>> to create the form.
Next >>
Cancel
Form Display Options
* For the Confirmation Page:
Let me customize what the page looks like
Default
Size 1
Image
Custom Fields
Your email subscription is almost complete...
An email has been sent to the email address you entered. In this email is a confirmation link. Please click on this link to confirm your subscription.
Once you've done this your subscription will be complete.
« Go Back
HTML Tag: <BODY>
Edit
Source
Preview
Complete mode
Insert a Custom Field...
Insert Unsubscribe Link
Take the subscriber to an existing web site address
Confirmation Email Options
* Send From This Name:
Demo User
* Send From This Email Address:
email@address.com
* Send Reply Emails to:
email@address.com
* Send Bounced Emails to:
email@address.com
* Email Subject:
Confirm your subscription
Confirmation Email (HTML):
Default
Size 1
Image
Custom Fields
Thank you for subscribing to our newsletter.
To finalize your subscription, please click on the confirmation link below. Once you've done this, your subscription will be complete.
Please click here to confirm your subscription
or copy and paste the following URL into your browser:
%%CONFIRMLINK%%
HTML Tag: <BODY>
Edit
Source
Preview
Complete mode
Insert a Custom Field...
Insert Unsubscribe Link
Confirmation Email (Text):
Thank you for subscribing to our newsletter.
To finalize your subscription, please click on the confirmation link below. Once you've done this, your subscription will be complete.
%%CONFIRMLINK%%
Insert a Custom Field...
Insert Unsubscribe Link
Get Text Content from Editor
Next >>
Cancel

Table 21 Designing a Confirmation Page and Email

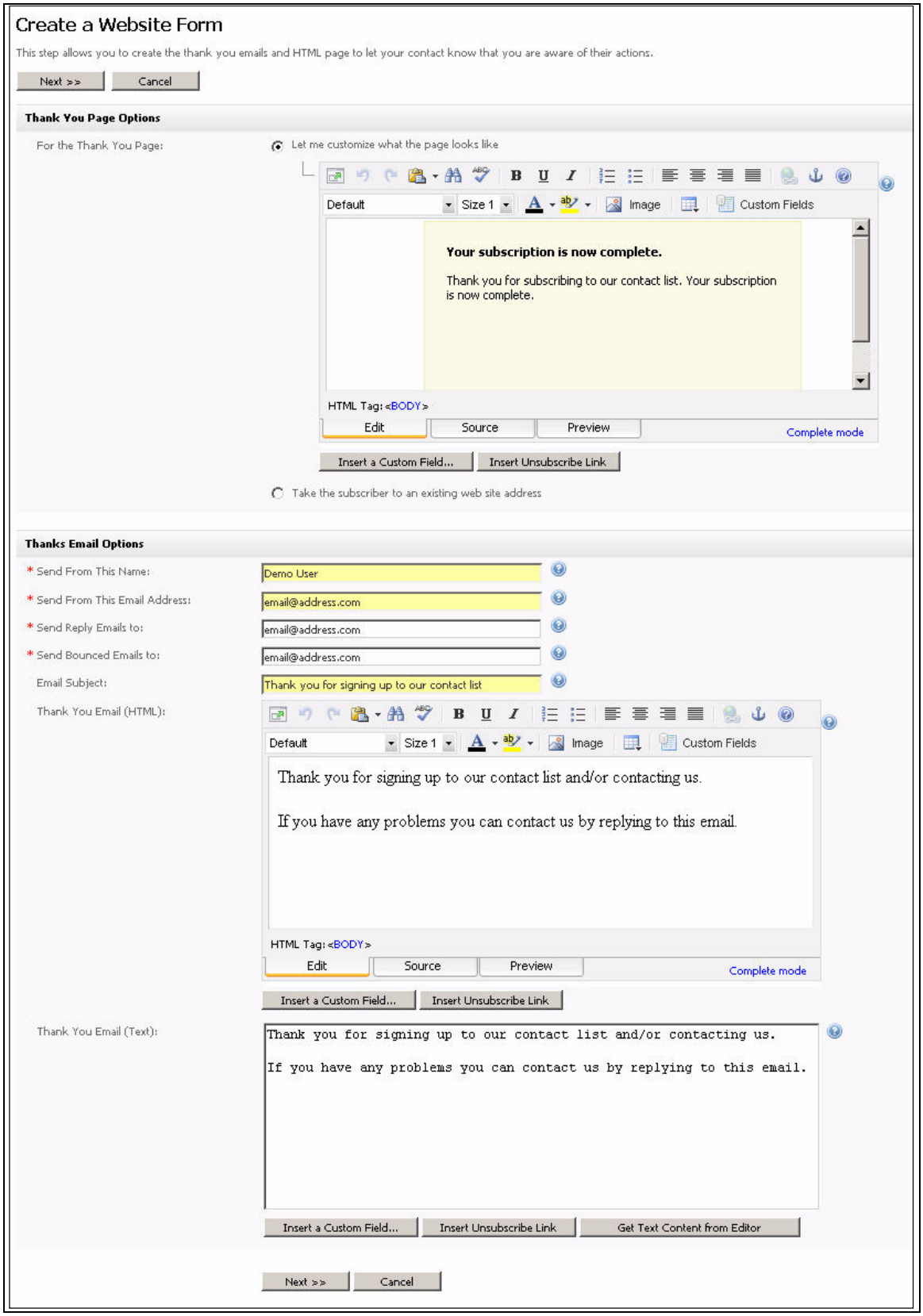
Form display options	
Let me customize what the page looks like	Select this option to design the confirmation page in the WYSIWYG editor that displays. See Using the HTML Editor for information.
Take the subscriber to an existing website address	Select this option to redirect the user to another page on the Internet. Enter the page's full URL in the field that displays (for example, "**http://www.someite.com/somepage.html**")
Confirmation email options	
Send from this name	This is the name of the person from which the confirmation email will be sent. This displays the default "from" name for the contact list you selected. If you want to change this name, enter the new name in this field.
Send from this email address	This is the email address from which the confirmation email will be sent. This displays the default "from" email account for the contact list you selected. If you want to use a different email account, enter the new address in this field.
Send reply emails to	This is the name of the person from which the confirmation email will be sent. If a contact replies to your confirmation email, this is the address to which the reply is sent. This displays the default reply email address for this contact list. If you want to use a different address, enter the new address in this field.
Email subject	Enter the subject line for the confirmation email.
Confirmation email (HTML)	Design the HTML version of the confirmation email in this section. See Using the HTML Editor for information.
Confirmation email (text)	Design the plain-text version of the confirmation email in this section. See Using the Text Editor for information.
Next	Click this to proceed to the next screen. The next screen depends on the option you selected in the **Configuring basic form settings** screen.
Cancel	Click this to return to the **View website forms** screen.

Designing a Thank-You Page and Email

Use this screen to configure a page informing contacts that the subscription (or unsubscription, modification, or forwarding) process is complete, and an email in which the same information is conveyed.

Note: The fields that display in this screen depend on the type of form you are creating. Not all fields display for all form types.

Figure 78 Designing a Thank-You Page and Email


Create a Website Form
This step allows you to create the thank you emails and HTML page to let your contact know that you are aware of their actions.
Next >>
Cancel
Thank You Page Options
For the Thank You Page:
Let me customize what the page looks like
Default
Size 1
Image
Custom Fields
Your subscription is now complete.
Thank you for subscribing to our contact list. Your subscription is now complete.
HTML Tag: <BODY>
Edit
Source
Preview
Complete mode
Insert a Custom Field...
Insert Unsubscribe Link
Take the subscriber to an existing web site address
Thanks Email Options
* Send From This Name:
Demo User
* Send From This Email Address:
email@address.com
* Send Reply Emails to:
email@address.com
* Send Bounced Emails to:
email@address.com
Email Subject:
Thank you for signing up to our contact list
Thank You Email (HTML):
Thank you for signing up to our contact list and/or contacting us.
If you have any problems you can contact us by replying to this email.
Thank You Email (Text):
Thank you for signing up to our contact list and/or contacting us.
If you have any problems you can contact us by replying to this email.
Get Text Content from Editor
Next >>
Cancel

Note: If you are creating a **Send to friend** form, the **Thanks email options** do not display; the **Configuring forwarded email headers section** displays. See Configuring Forwarded Email Headers.

Table 22 Designing a Thank-You Page and Email

Thank you page options	
Let me customize what the page looks like	Select this option to design the thank-you page in the WYSIWYG editor that displays. See Using the HTML Editor for information.
Take the subscriber to an existing website address	Select this option to redirect the user to another page on the Internet. Enter the page's full URL in the field that displays (for example, "**http://www.someite.com/somepage.html**")
Thanks email options	
Send from this name	This is the name of the person from which the thank-you email will be sent. This displays the default "from" name for the contact list you selected. If you want to change this name, enter the new name in this field.
Send from this email address	This is the email address from which the thank-you email will be sent. This displays the default "from" email account for the contact list you selected. If you want to use a different email account, enter the new address in this field.
Send reply emails to	This is the name of the person from which the thank-you email will be sent. If a contact replies to your thank-you email, this is the address to which the reply is sent. This displays the default reply email address for this contact list. If you want to use a different address, enter the new address in this field.
Send bounced email to	This is the address to which undeliverable emails are sent. This displays the default bounced email address for this contact list. If you want to use a different address for handling bounced emails, enter the new address in this field.
Email subject	Enter the subject line for the thank-you email.
Confirmation email (HTML)	Design the HTML version of the thank-you email in this section. See Using the HTML Editor for information.
Confirmation email (text)	Design the plain-text version of the thank-you email in this section. See Using the Text Editor for information.
Next	Click this to proceed to the next screen. The next screen depends on the option you selected in the **Configuring basic form settings** screen.
Cancel	Click this to return to the **View website forms** screen.

Configuring Forwarded Email Headers

When you select **Send to friend** in the **Configuring basic form settings** screen, use this screen to configure the headings that display above the forwarded HTML and text emails, identifying the sender by whom it was forwarded.

Note: This section displays beneath the **Thank you page options**. See Designing a Thank-You Page and Email.

Figure 79 Designing Forwarded Email Headers

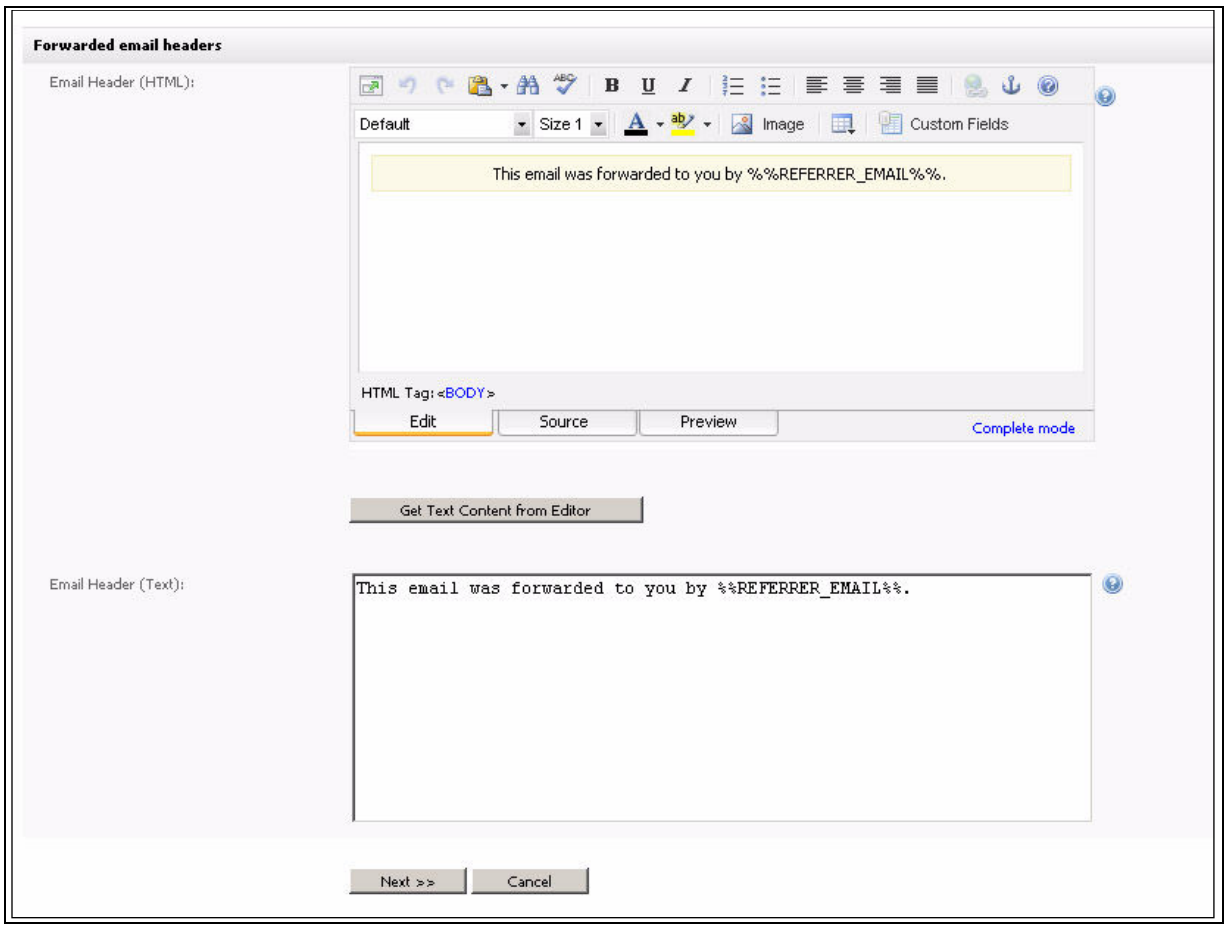


Table 23 Designing Forwarded Email Headers

Email header (HTML)	Design the HTML header in the WYSIWYG editor that displays. See Using the HTML Editor for information. Note: The **%%REFERRER_EMAIL%%** variable places the email address of the contact who forwarded the email into the HTML header.

Email header (text)	Enter the text that displays in the plain-text header. Note: The **%%REFERRER_EMAIL%%** variable places the email address of the contact who forwarded the email into the HTML header.
Next	Click this to proceed to the next screen. The next screen depends on the option you selected in the **Configuring basic form settings** screen.
Cancel	Click this to return to the **View website forms** screen.

Designing an Error Page

Use this screen to configure a page that displays if there is an error in the subscription (or unsubscription, modification, or forwarding) process.

Figure 80 Designing an Error Page

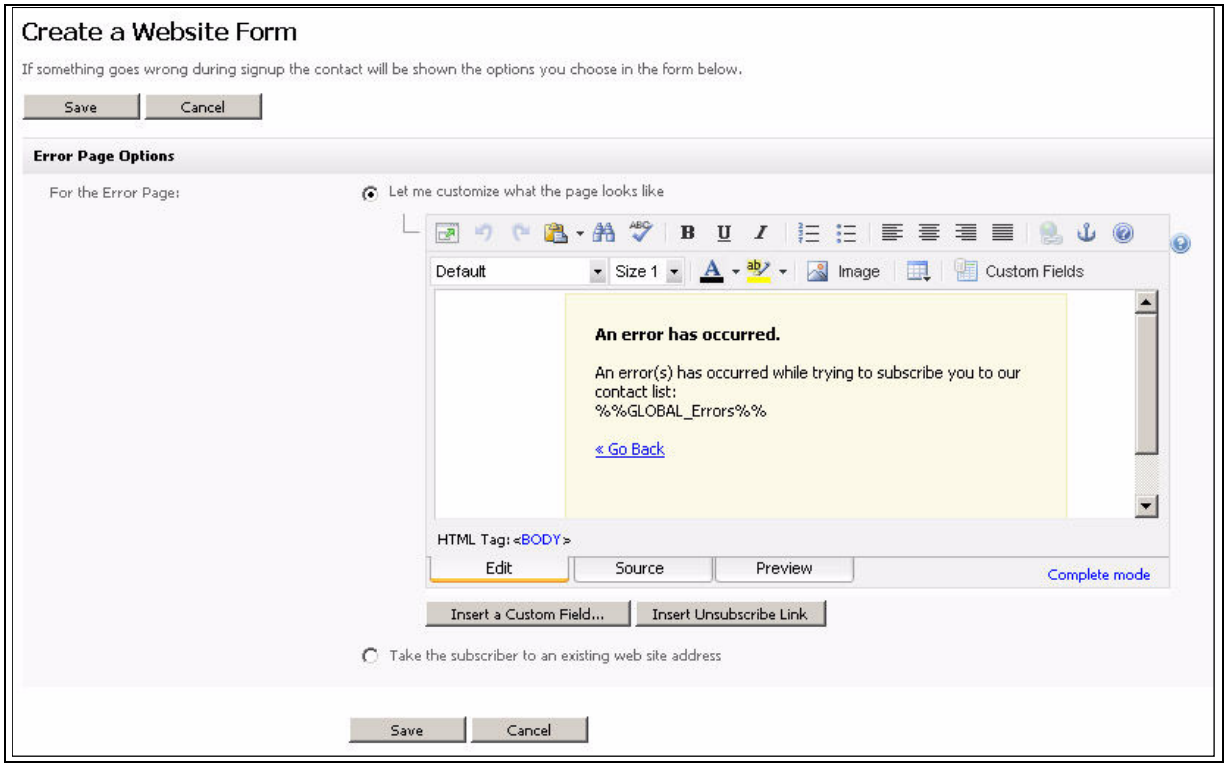


Table 24 Designing an Error Page

Let me customize what the page looks like	Select this option to design the error page in the WYSIWYG editor that displays. See Using the HTML Editor for information.
Take the subscriber to an existing website	Select this option to redirect the user to another page on the Internet. Enter the page's full URL in the field that displays (for example, "**http://www.someite.com/somepage.html**")

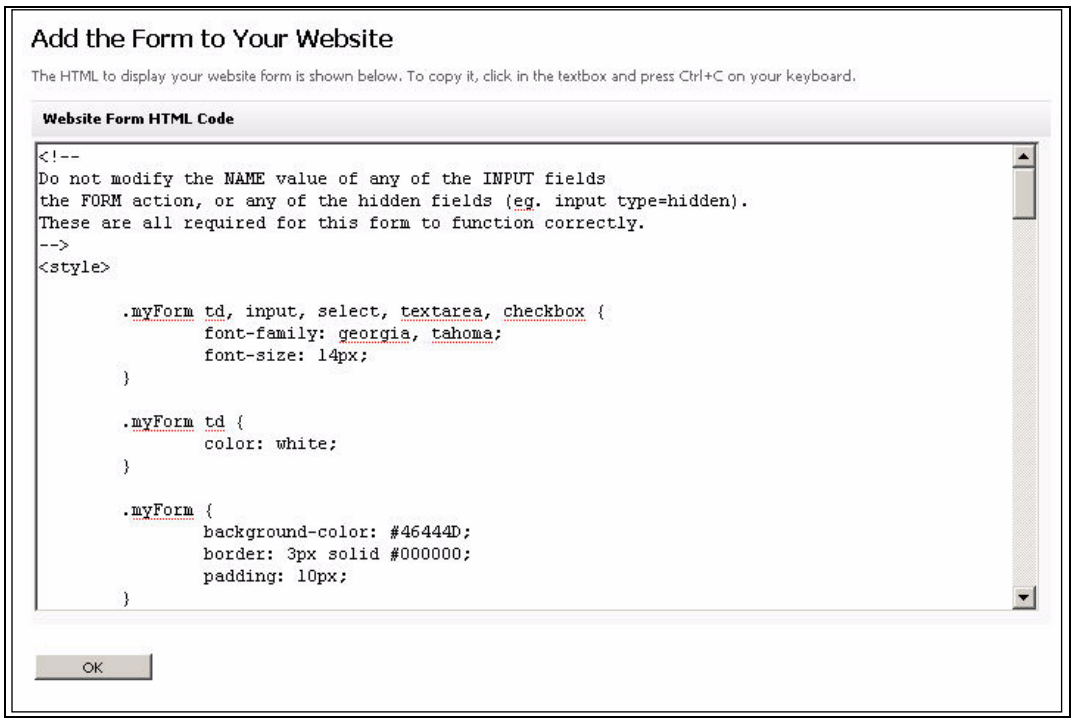
address	
Save	Click this to save the changes to your form and continue to the **Add the form to your website** screen.
Cancel	Click this to return to the **View website forms** screen.

Adding a Form to Your Website

Take the following steps to add a form you already created to your website.

1. In your web development application (for example, Adobe Dreamweaver), open the web page into which you want to add the form.
2. In Pinpointe, go to the **Add the form to your website** screen. This screen displays after the **Designing an error page** screen. Either create a new form, or edit and existing form and click **Next** until you reach this page.

Figure 81 Adding a Form to Your Website



3. Select the code in the **Website from HTML code** section, and copy it (**CTRL-C**).

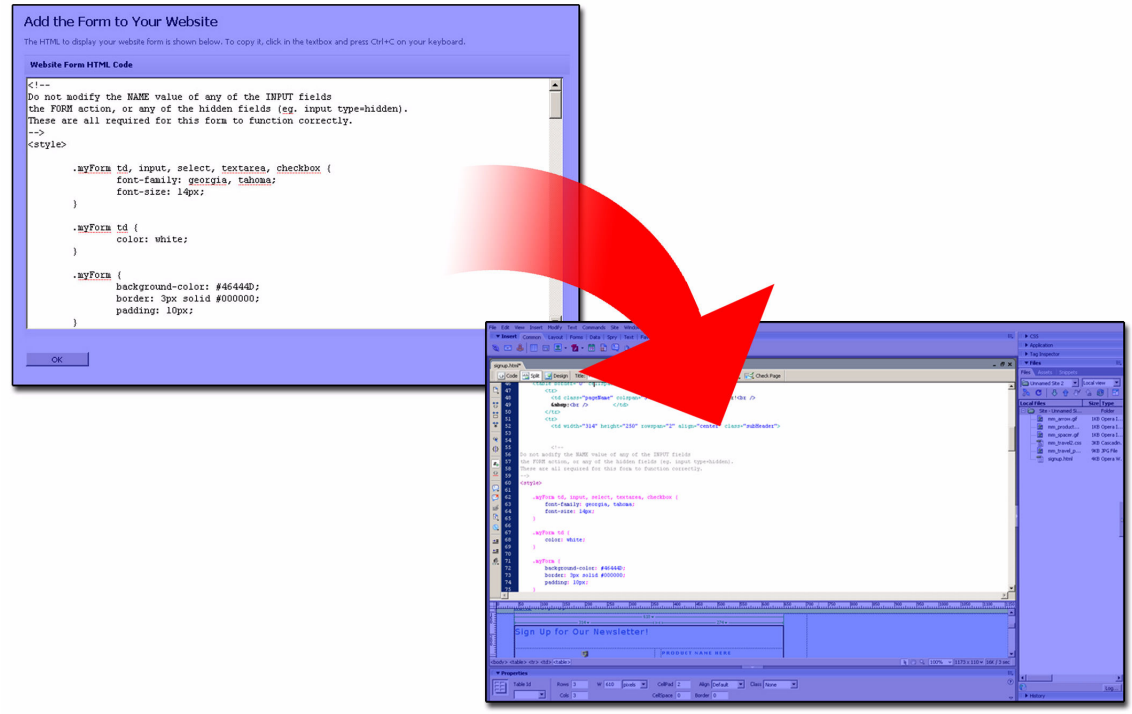
Note: Bear in mind the warning included at the top of the HTML: "**Do not modify the NAME value of any of the INPUT fields, the FORM action, or any of the hidden**

fields (e.g. input type=hidden). These are all required for this form to function correctly."

4 In your web development application's HTML code editing window, paste (CTRL-V) the code into the required location.

Note: If your web development application requires that you copy files from Pinpointe, do so.

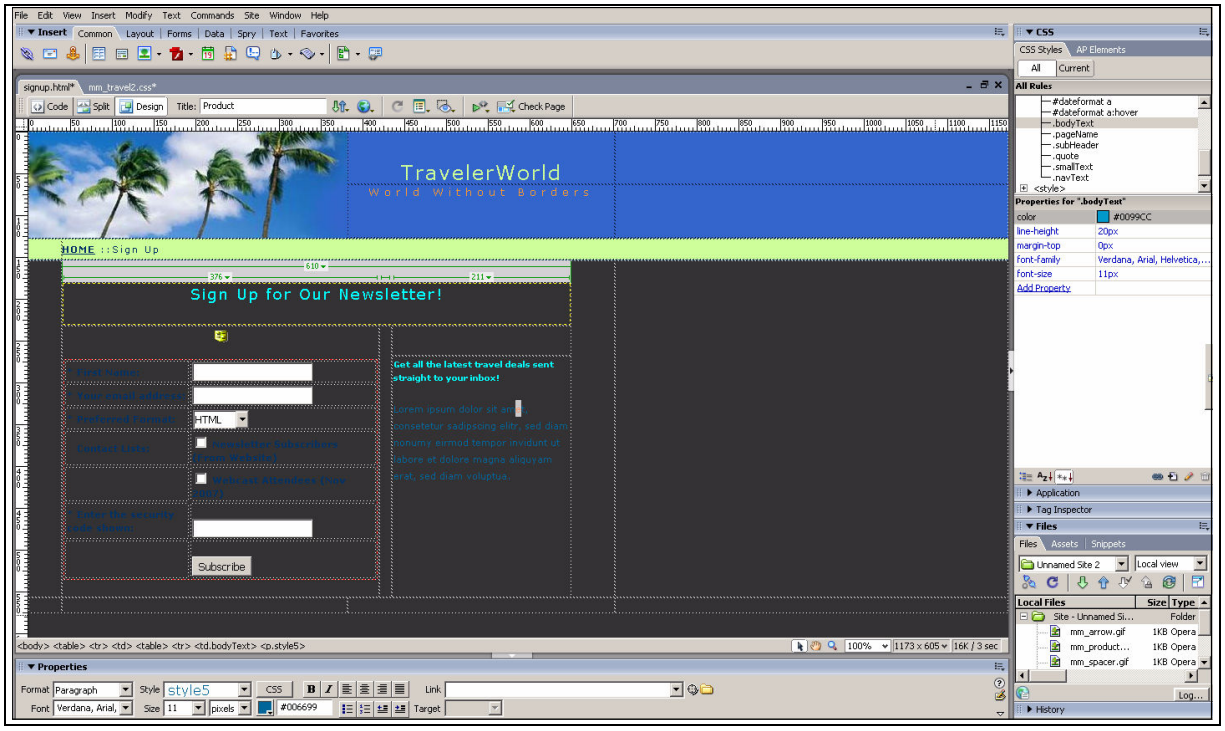
Figure 82 Paste HTML into Web Development Application



5 Check, align and modify the form in your web development application's WYSIWYG or text editor.

Note: When you edit the form, remember that its styles are defined in the form code and are not inherited from your page or CSS. If you want to change the appearance of text, modify the form code (bearing in mind the earlier warning against modifying other aspects of the form).

Figure 83 Edit Form in Your Web Development Application


TravelerWorld
World Without Borders
HOME ::Sign Up
Sign Up for Our Newsletter!
Get all the latest travel deals sent straight to your inbox!
Subscribe

6 Test the page into which you placed the form in a web browser.

Figure 84 Pinpointe Subscription Form in a Web Page

7 With access to the Internet, test the form:

- Make sure that you are able to sign up to the list (and that the correct confirmation or thank-you screen displays) by entering the required information, using an email address to which you have access. If you chose double-opt-in confirmation, test that the link in the email you receive works correctly.
- When you attempt to sign up to the list, but do not include a required field, a warning should display. Make sure that required fields are actually required by attempting to sign up without entering one of the required fields. Repeat the test for all required fields.
- Force an error (by entering an incorrect CAPTCHA security code, for example) to ensure that the error page displays correctly.

8 When you are happy with the form's appearance and operation, upload the page to your website.

Using Email Campaigns

This chapter describes the **Email campaigns** menu in the navigation bar.

Figure 85 The Email Campaigns Menu

Contact Lists
Contacts
Email Campaigns
Autoresponders
Custom Fields
Forms
Stats
Home
Contact Activity for the Last 7 Day
View Email Campaigns
View or edit your existing email campaigns.
Create an Email Campaign
Create a new email campaign which you can then send to contacts.
Send an Email Campaign
Send an existing email campaign to your contact list.
View Scheduled Email Queue
See which email campaigns are scheduled to send and when.

Email Campaigns Overview

Email campaigns are the emails you send out to your contacts.

Each email campaign you plan, create, and send out transmits an email, based on an HTML or plain-text template (or both), to each of the addresses stored in the contact list you select (see Using Contact Lists).

Archiving Email Campaigns

When you archive email campaigns, all emails sent to a contact list are available on the Internet, and can be viewed by campaign recipients in the contact list. In order to set this up, you must archive the email campaigns (click the **Archive** field in the **View email campaigns** screen, or use the **Create an email campaign** screen; see Creating and Editing Email Campaigns). You must also include a link to the archive (using the `%%mailinglistarchive%%` variable) in the email campaigns you send to the contact list.

Activating Email Campaigns

Only email campaigns that are activated may be sent. This means that an administrator can assign specific permissions to different users that allow one user to design a campaign, and another to authorize it.

Viewing and Managing Email Campaigns

To view an existing email campaign you already created, click **Email campaigns** in the navigation bar, then click **View email campaigns**. This screen allows you to view and manage all email campaigns you have created in the past (whether you already sent them or not).

You can:

- **Create an email campaign**: build a new email campaign. See Creating and Editing Email Campaigns.
- **Delete**: remove the campaign (or campaigns) from Pinpointe. The campaign cannot be retrieved.
- **Archive**: turn on automatic archiving of the campaign on Pinpointe's server.
- **Unarchive**: turn off automatic archiving of the campaign on Pinpointe's server.
- **Activate**: allow the campaign to be sent (give your permission).
- **Deactivate**: forbid the campaign from being sent (deny your permission).

You can also **view, send, edit, copy** and **delete** email campaigns.

Figure 86 Viewing Email Campaigns

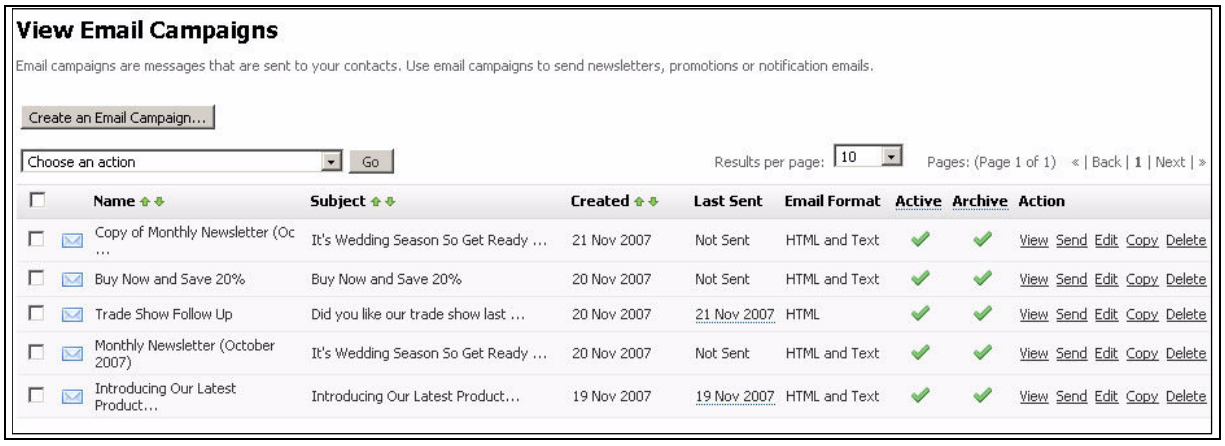

View Email Campaigns
Email campaigns are messages that are sent to your contacts. Use email campaigns to send newsletters, promotions or notification emails.
Create an Email Campaign...
Choose an action
Go
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Name
Subject
Created
Last Sent
Email Format
Active
Archive
Action
Copy of Monthly Newsletter (Oc ...
It's Wedding Season So Get Ready ...
21 Nov 2007
Not Sent
HTML and Text
View Send Edit Copy Delete
Buy Now and Save 20%
Buy Now and Save 20%
20 Nov 2007
Not Sent
HTML and Text
View Send Edit Copy Delete
Trade Show Follow Up
Did you like our trade show last ...
20 Nov 2007
21 Nov 2007
HTML
View Send Edit Copy Delete
Monthly Newsletter (October 2007)
It's Wedding Season So Get Ready ...
20 Nov 2007
Not Sent
HTML and Text
View Send Edit Copy Delete
Introducing Our Latest Product...
Introducing Our Latest Product...
19 Nov 2007
19 Nov 2007
HTML and Text
View Send Edit Copy Delete

Table 25 Viewing Email Campaigns

Create an email campaign	Click this to begin building a new email campaign. See Creating and Editing Email Campaigns for more information.
Choose an action	Select one or more email campaigns, select an option from the list and click **Go** to perform the selected action.
	Select a box belonging to an email campaign before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all campaigns.
Name	This displays the name of the email campaign.
Subject	This displays the subject of the email campaign. This is the text that displays in the email's subject line.
Created	This displays the date on which you created the email campaign.
Last sent	This displays the date on which you last sent the email campaign. If you have not yet sent the email campaign, **Not sent** displays.
Email format	This displays the format of the email campaign. • If the campaign is configured to send HTML emails only, **HTML** displays. • If the campaign is configured to send plain text emails only, **Text** displays. • If the campaign is configured to send both HTML emails and plain text emails, **HTML and text** displays.
Active	A ✔ icon displays if the email campaign may be sent. A ✖ icon displays if the email campaign may not be sent.
Archive	A ✔ icon displays if the email campaign is automatically archived on Pinpointe server. A ✖ icon displays if the email campaign is not automatically archived on Pinpointe server.
Action	• Click **View** to see a full-screen preview of the email campaign. • Click **Send** to select a contact list and send the campaign to the contacts in the list. The screens that display are similar to the Send an email campaign screens (see Sending Email Campaigns). • Click **Edit** to update the campaign. The screens that display are similar to the **Create an email campaign** screens (see Creating and Editing Email Campaigns). • Click **Copy** to create a new copy of the campaign. The new campaign displays, with "Copy of" appended to the original name. • Click **Delete** to remove the campaign from Pinpointe.

Creating and Editing Email Campaigns

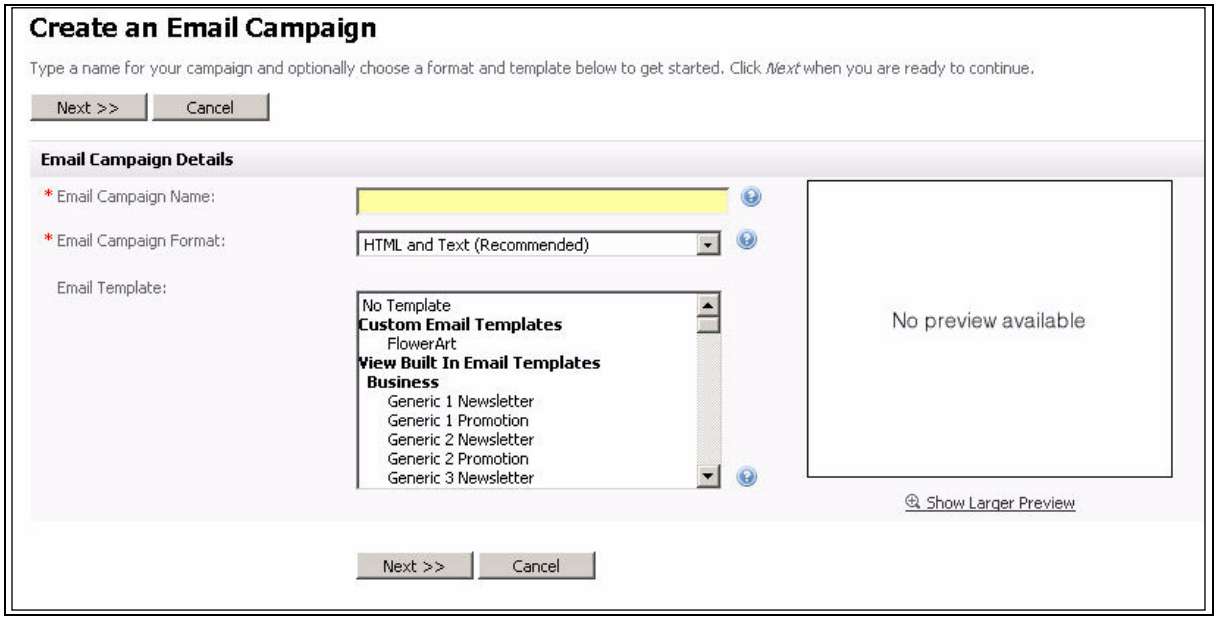
Pinpointe's email campaigns are usually based on templates (see Using Templates). You can take a template and customize it for use in your campaign; replacing its text with your own, adding or removing sections and images, and modifying its formatting if required.

Alternatively, you can create a new email campaign without using a template. If you choose to do this, you can build the campaign yourself using the text or HTML editor, or import an HTML file from your computer or a web page.

Take the following steps to create a custom email campaign:

1 Click **Email campaigns** in the navigation bar and select **Create an email campaign**.

Figure 87 Create an Email Campaign



2 Enter a new **Email Campaign Name**.

3 Select the type of campaign you want to create.

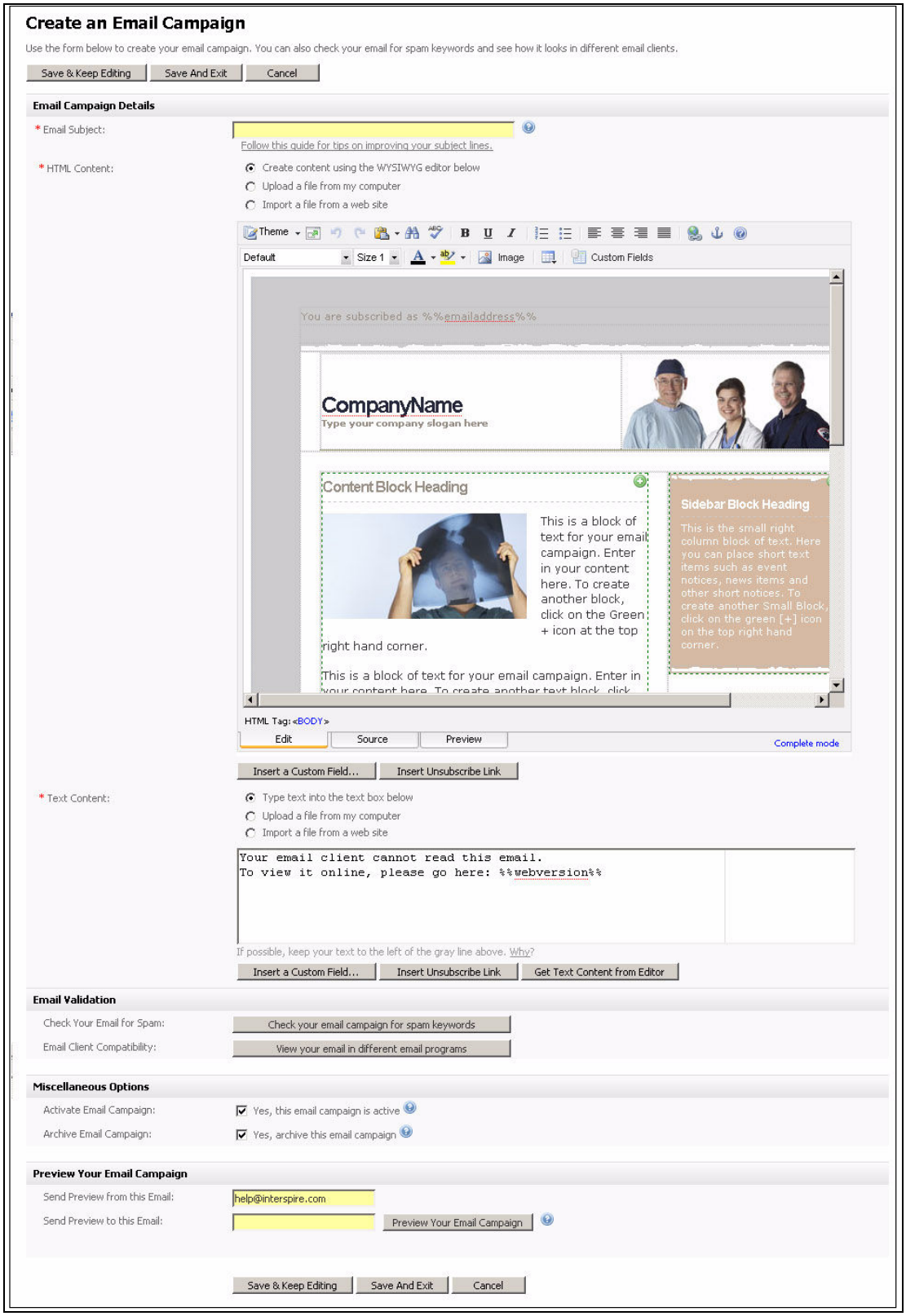
- Select **HTML and Text** if you want emails to be sent with both HTML and plain text elements (multipart). Email clients that can display HTML messages use the HTML element, and clients that cannot display HTML use the plain text element.
- Select **Text** if you want emails you send to be sent in plain text only.
- Select **HTML** if you want emails you send to be sent in HTML only. If you select this option, your emails will not display in email clients that cannot display HTML messages.

4 If you want to base this email campaign on an existing template, select the template in the **Email template** list. A preview of the template displays.

If you do not want to base this campaign on an existing template, select **No template** in the **Email template** list.

5 Click **Next**.

Figure 88 The Email Campaign Editor


Create an Email Campaign
Use the form below to create your email campaign. You can also check your email for spam keywords and see how it looks in different email clients.
Save & Keep Editing
Save And Exit
Cancel
Email Campaign Details
* Email Subject:
Follow this guide for tips on improving your subject lines.
* HTML Content:
Create content using the WYSIWYG editor below
Upload a file from my computer
Import a file from a web site
Theme
Default
Size 1
Image
Custom Fields
You are subscribed as %%emailaddress%%
CompanyName
Type your company slogan here
Content Block Heading
This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right hand corner.
This is a block of text for your email campaign. Enter in
Sidebar Block Heading
This is the small right column block of text. Here you can place short text items such as event notices, news items and other short notices. To create another Small Block, click on the green [+] icon on the top right hand corner.
HTML Tag: <BODY>
Edit
Source
Preview
Complete mode
Insert a Custom Field...
Insert Unsubscribe Link
* Text Content:
Type text into the text box below
Upload a file from my computer
Import a file from a web site
Your email client cannot read this email.
To view it online, please go here: %%webversion%%
If possible, keep your text to the left of the gray line above. Why?
Insert a Custom Field...
Insert Unsubscribe Link
Get Text Content from Editor
Email Validation
Check Your Email for Spam:
Check your email campaign for spam keywords
Email Client Compatibility:
View your email in different email programs
Miscellaneous Options
Activate Email Campaign:
Yes, this email campaign is active
Archive Email Campaign:
Yes, archive this email campaign
Preview Your Email Campaign
Send Preview from this Email:
help@interspire.com
Send Preview to this Email:
Preview Your Email Campaign
Save & Keep Editing
Save And Exit
Cancel

Note: If you selected **Text only** in the previous page, the **HTML Content** section in this page does not display. Likewise, if you selected **HTML only**, the **Text Content** section in this page does not display.

6 Specify how you want to build the HTML email.
   - If you want to use the built-in WYSIWYG (What You See Is What You Get) editor in this page, select **Create content using the WYSIWYG editor below**.
   - If you want to use an HTML file on your computer, select **Upload a file from my computer**. Click the **Browse** button that displays. A file upload window displays; locate and select the file you want to use and click **OK**. Click **Upload**. The HTML editor screen updates to show the new file.
   - If you want to use a file from a page on the Internet, select **Import a file from a web site** and enter the full URL (for example, "http://www.examplesite.com/examplepage.html") in the field that displays. Click **Import**. The HTML editor screen updates to show the new file.

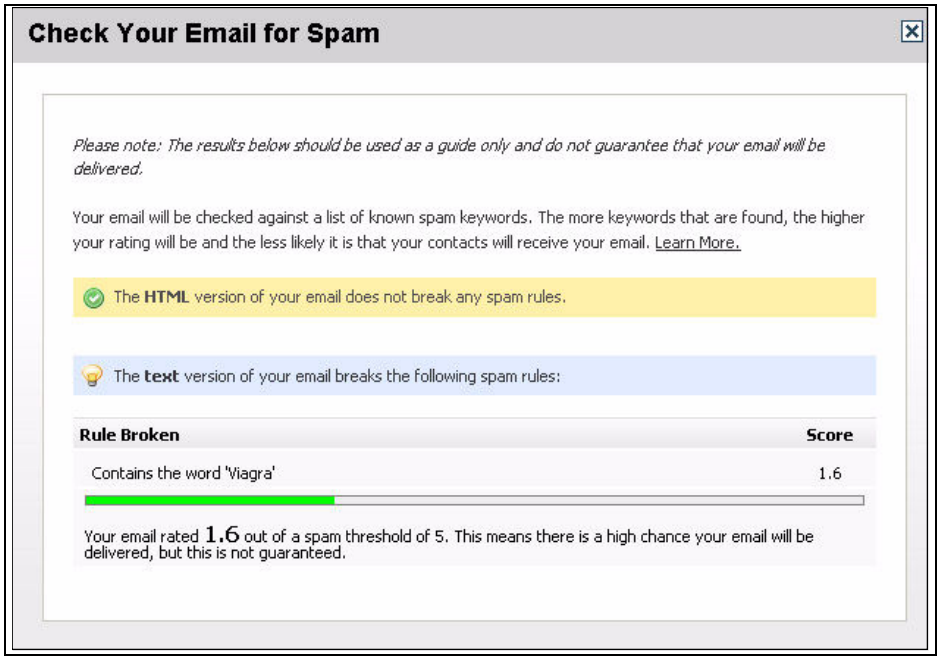
7 Customize the HTML email using the editor. See Using the HTML Editor for more information.

8 Customize the text email using the editor. See Using the Text Editor for more information.

9 Check that your email campaign will not be marked as spam by a recipient's email client. Click **Check your email for spam**.

Note: This checks the text in your email campaign against a list of known spam keywords. However, it cannot guarantee that your campaign will be delivered to all recipients.

Figure 89 Check Your Email for Spam


Check Your Email for Spam
Please note: The results below should be used as a guide only and do not guarantee that your email will be delivered.
Your email will be checked against a list of known spam keywords. The more keywords that are found, the higher your rating will be and the less likely it is that your contacts will receive your email. Learn More.
The HTML version of your email does not break any spam rules.
The text version of your email breaks the following spam rules:
Rule Broken
Score
Contains the word 'Viagra'
1.6
Your email rated 1.6 out of a spam threshold of 5. This means there is a high chance your email will be delivered, but this is not guaranteed.

If either the HTML or text versions of your email break any rules, take note of the offending text and edit the email campaign to not include the term.

Click the icon to close the **Check your email for spam** window.

10 Check that your campaign displays correctly in a variety of common email clients. Click **View your email in different email programs**. The **Email Validation** screen displays in a new window (see Validating an Email). When you have finished, close the window.

11 Configure the **Miscellaneous options**.

- Select **Yes, this email campaign is active** if you want the template to be available for use once you have saved it. Otherwise, deselect this option. You can activate the template later.
- Select **Yes, archive this email campaign** if you want to place the campaign in the archive for the selected contact list. Contacts in the list can see all emails sent to the list in the past (if you provide them with a link to do so).

12 If you want to test the campaign by sending it to your own email address:

- Enter the email address from which you want to send the test email in the **Send preview from this email** field.
- Enter the email address to which you want to send the test email in the **Send preview to this email** field.
- To send the test email, click **Preview your email campaign**. Check the inbox of the account you entered in the **Send Preview to this Email** field.

13 Finish the campaign.

- Click **Save & keep editing** to save the new campaign and remain in this screen to make further changes.

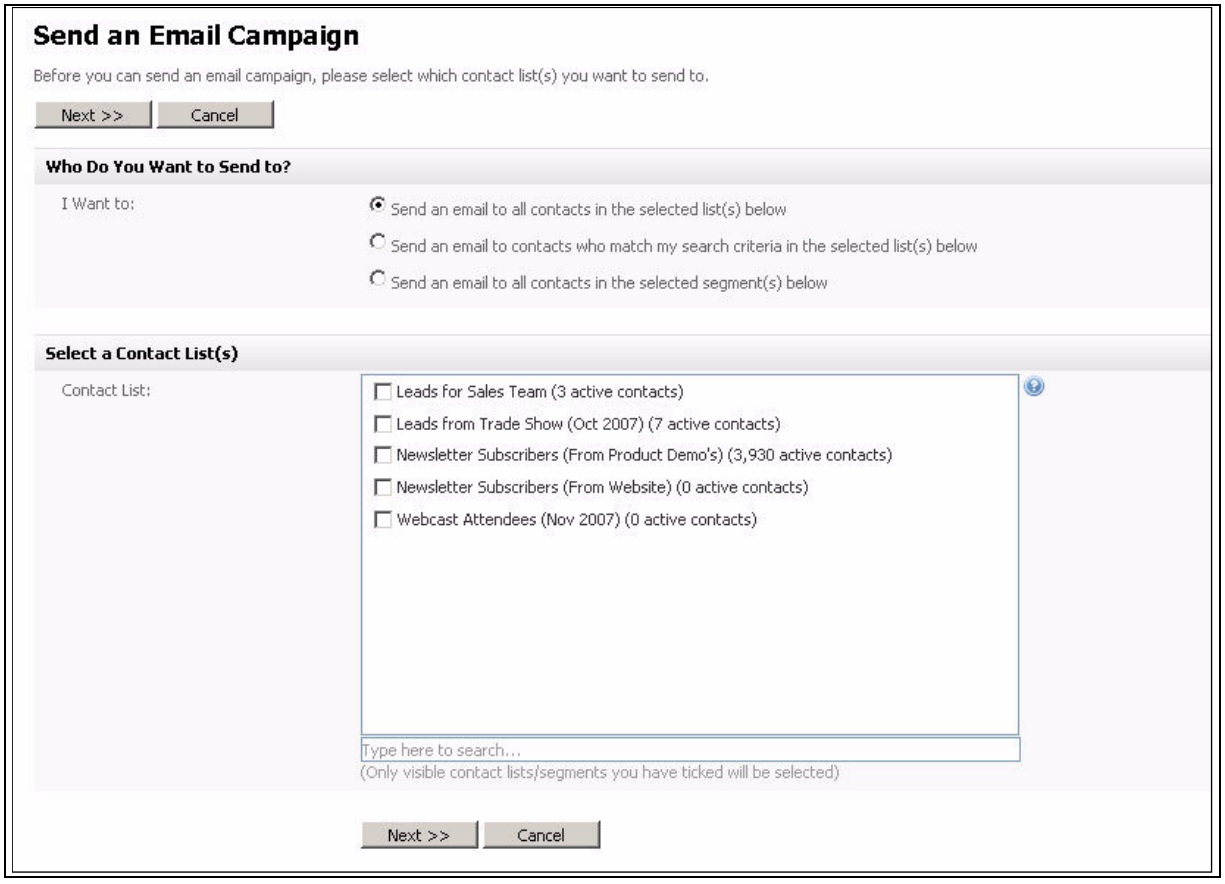
- Click **Save and exit** to save the new campaign and go to the **View Custom Templates** screen (see Managing Custom Email Templates).
- Click **Cancel** to return to the **View Custom Templates** screen without saving the template. Any changes you made are lost.

Sending Email Campaigns

Take the following steps to send an existing email campaign:

1 Click **Email campaigns** in the navigation bar, then select **Send email campaign**.

Figure 90 Send an Email Campaign


Send an Email Campaign
Before you can send an email campaign, please select which contact list(s) you want to send to.
Next >>
Cancel
Who Do You Want to Send to?
I Want to:
Send an email to all contacts in the selected list(s) below
Send an email to contacts who match my search criteria in the selected list(s) below
Send an email to all contacts in the selected segment(s) below
Select a Contact List(s)
Contact List:
Leads for Sales Team (3 active contacts)
Leads from Trade Show (Oct 2007) (7 active contacts)
Newsletter Subscribers (From Product Demo's) (3,930 active contacts)
Newsletter Subscribers (From Website) (0 active contacts)
Webcast Attendees (Nov 2007) (0 active contacts)
Type here to search...
(Only visible contact lists/segments you have ticked will be selected)
Next >>
Cancel

2 Select the contacts to whom you want to send the campaign in the **I want to** section:

- To send the campaign to the entire list you select in the **Contact list** field, select **Send an email to all contacts in the selected list(s) below**.
- To perform a search (see step 5), and send the campaign to only the contacts matching the search, select **Send an email to contacts who match my search criteria in the selected list(s) below**.

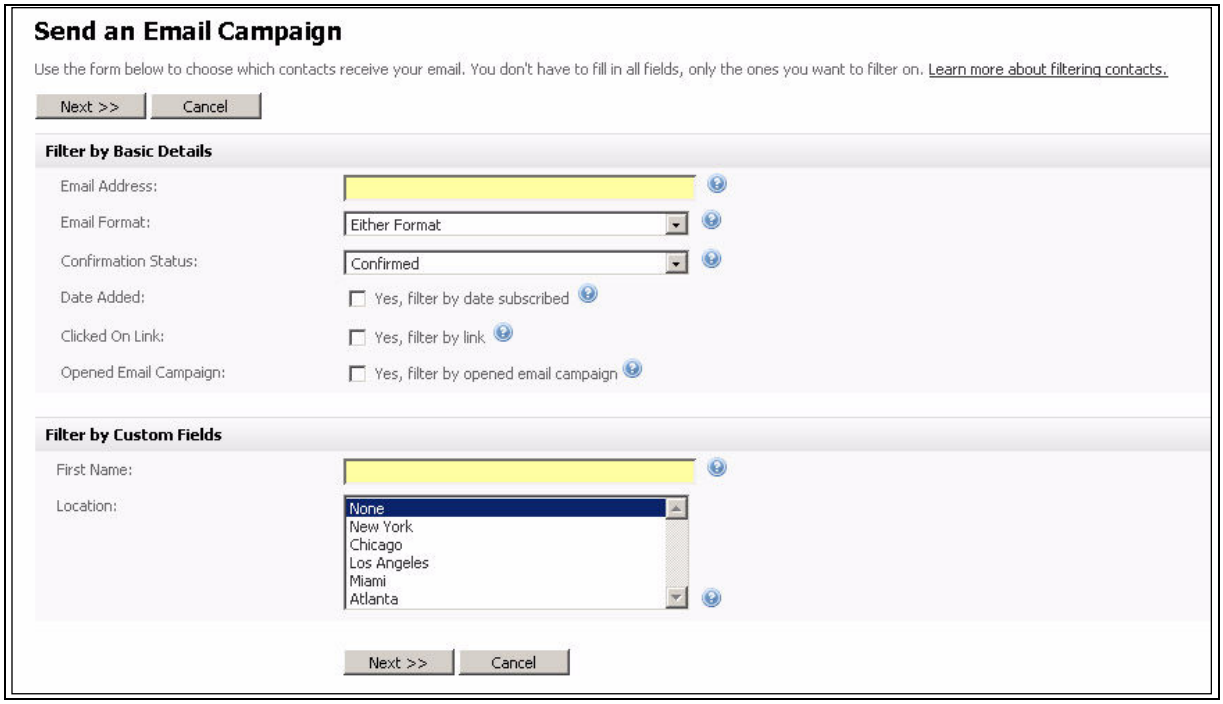
- To send the campaign to the entire list you select in the **Segments** field, select **Send an email to all contacts in the selected segment(s) below**.

3 Select the contact list(s) or segment(s) to which you want to send the email campaign. Use the search box below the list to search for contact lists or segments.

4 Click **Next**.

5 If you opted to perform a search for the contacts to whom you want to send the campaign, the following screen displays. If you did not opt to perform a search, skip to step 6.

Figure 91 Send an Email Campaign: Search Contacts



The fields that display in this screen are the same as those in the **Contacts** > **Search contacts** screen. See Searching Contacts for more information. Click **Next**.

6 Use this screen to configure your campaign settings.

Figure 92 Send an Email Campaign: Campaign Settings

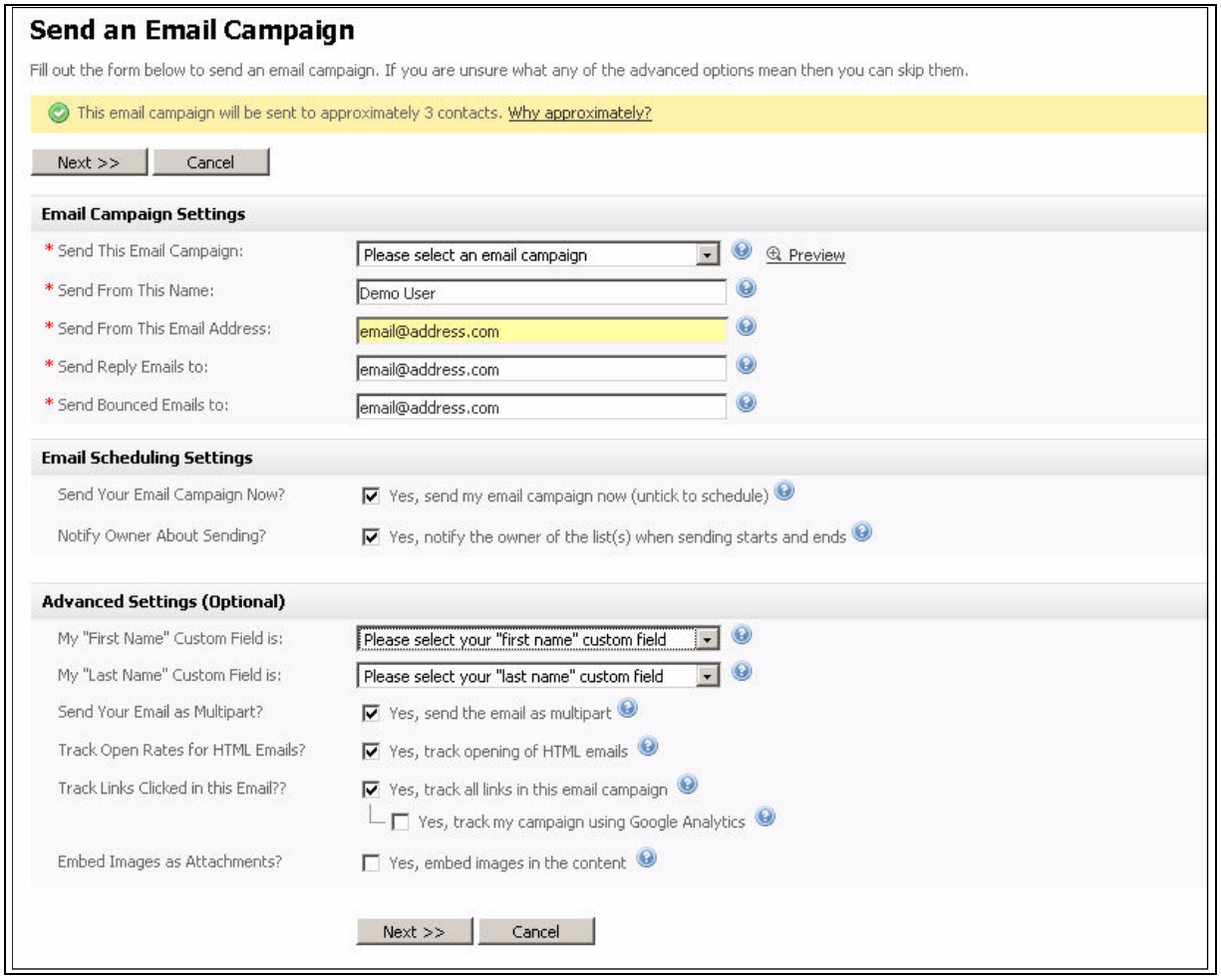
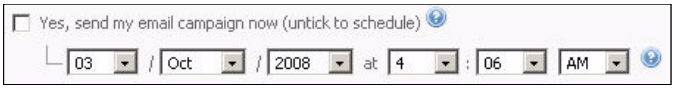
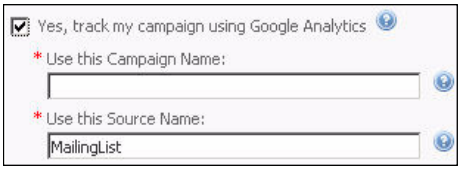

Send an Email Campaign
Fill out the form below to send an email campaign. If you are unsure what any of the advanced options mean then you can skip them.
This email campaign will be sent to approximately 3 contacts. Why approximately?
Next >>
Cancel
Email Campaign Settings
* Send This Email Campaign:
Please select an email campaign
Preview
* Send From This Name:
Demo User
* Send From This Email Address:
email@address.com
* Send Reply Emails to:
email@address.com
* Send Bounced Emails to:
email@address.com
Email Scheduling Settings
Send Your Email Campaign Now?
Yes, send my email campaign now (untick to schedule)
Notify Owner About Sending?
Yes, notify the owner of the list(s) when sending starts and ends
Advanced Settings (Optional)
My "First Name" Custom Field is:
Please select your "first name" custom field
My "Last Name" Custom Field is:
Please select your "last name" custom field
Send Your Email as Multipart?
Yes, send the email as multipart
Track Open Rates for HTML Emails?
Yes, track opening of HTML emails
Track Links Clicked in this Email??
Yes, track all links in this email campaign
Yes, track my campaign using Google Analytics
Embed Images as Attachments?
Yes, embed images in the content
Next >>
Cancel

Table 26 Send an Email Campaign: Campaign Settings

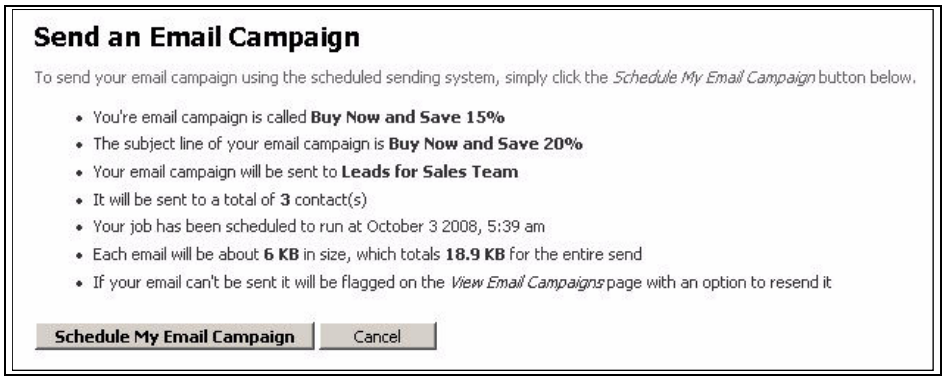
Email campaign settings	
Send this email campaign	Select the email campaign that you want to send from the list. Click **Preview** to see the campaign in a new browser window.
Send from this name	This displays the default "from" name for the contact list you selected. If you want to change this name, enter the new name in this field.
Send from this email address	This displays the default "from" email account for the contact list you selected. If you want to use a different email account, enter the new address in this field.
Send reply emails to	This displays the default reply email address for this contact list. When a contact replies to your email campaign, this is the address to which the reply is sent. If you want to use a different address, enter the new address in this field.

Send bounced emails to	This displays the default bounced email address for this contact list. This is the address to which undeliverable emails are sent. If you want to use a different address for handling bounced emails, enter the new address in this field.
Email scheduling settings	
Send your campaign now?	Select this if you want to send the email campaign immediately. Deselect this to schedule a date and time to send the email. **Figure 93** Schedule Email Campaign  Select the **date**, **month** and **year** in the first three lists, and select the **hour**, **minute** and **AM**/**PM** in the last three lists.
Notify owner about sending?	Select this if you want to send an email to the list owner when a scheduled campaign starts sending, and another when it finishes sending.
Advanced settings (optional)	
My "first name" custom field is	If your email campaign uses a custom field to define a recipient's first name, select it here. If your email campaign uses a single field to define a recipient's name, select it in this field.
My "last name" custom field is	If your email campaign uses a custom field to define a recipient's last name, select it here. If your email campaign uses a single field to define a recipient's name, leave this field blank.
Send your email as multipart?	Select this to send both HTML and text elements of a multipart email campaign to recipients. This allows a recipient's email client to choose the correct display method. Note: Use this option if you are unsure. Also, use this option if you don't provide your recipients with the ability to choose HTML or text emails.
Track open rates for HTML emails?	Select this to have Pinpointe track the proportion of HTML emails opened by their recipients.
Track links clicked in this email	Select this to have Pinpointe track the proportion of links in this email campaign that are clicked on by the recipient. You can view the results of clicked links in the **Stats** > **Email campaign statistics**.

Yes, track my campaign using Google Analytics	Select this to have Pinpointe use Google Analytics to track your campaign's links. **Figure 94** Use Google Analytics  • Enter the name you want Google Analytics to use for this campaign in the **Use this campaign name** field. • Enter the name you want to use as the source of traffic for this campaign in the **Use this source name** field.
Embed images as attachments	Select this to embed the images you send in HTML emails, rather than linking to them. This allows recipients to view the email campaign offline, but can increase the email size significantly.

7 Click **Next** when you have finished configuring this screen. Alternatively, click **Cancel** to return to the **View email campaigns** screen without saving your changes.

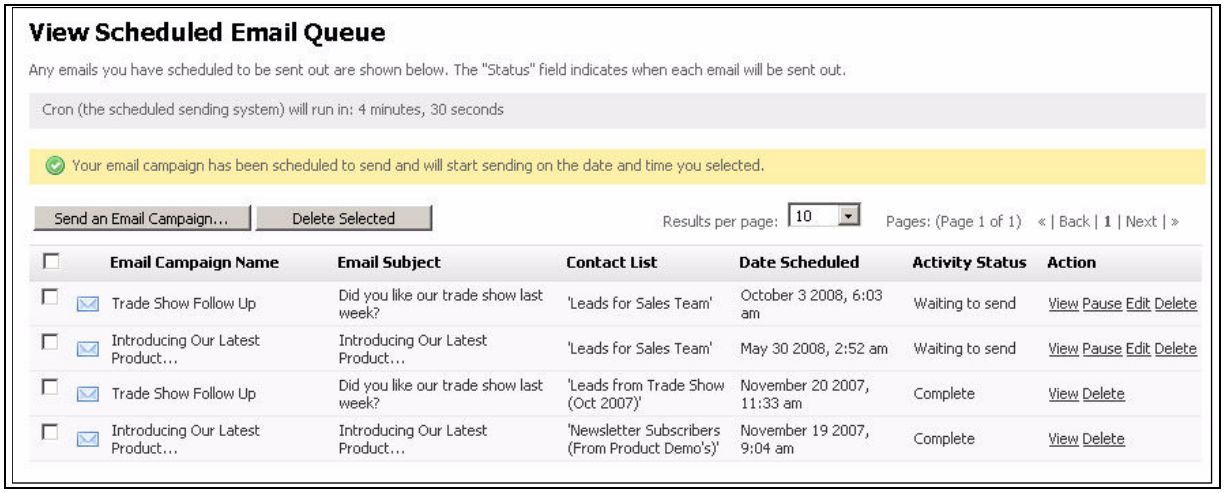
Figure 95 Send an Email Campaign: Report


Send an Email Campaign
To send your email campaign using the scheduled sending system, simply click the Schedule My Email Campaign button below.
You're email campaign is called Buy Now and Save 15%
The subject line of your email campaign is Buy Now and Save 20%
Your email campaign will be sent to Leads for Sales Team
It will be sent to a total of 3 contact(s)
Your job has been scheduled to run at October 3 2008, 5:39 am
Each email will be about 6 KB in size, which totals 18.9 KB for the entire send
If your email can't be sent it will be flagged on the View Email Campaigns page with an option to resend it
Schedule My Email Campaign
Cancel

8 A screen displays, showing a report of the email campaign you are about to send. Review the information and click **Schedule my Email Campaign** to continue. Alternatively, click **Cancel** to return to the **View email campaigns** screen without saving your changes.

Note: If you configured the campaign to be sent immediately (in the previous screen's **Send your email campaign now?** field) the report screen displays the current date and time. When you click **Schedule my email campaign**, the campaign is sent immediately.

Figure 96 Send an Email Campaign: Scheduled


View Scheduled Email Queue
Any emails you have scheduled to be sent out are shown below. The "Status" field indicates when each email will be sent out.
Cron (the scheduled sending system) will run in: 4 minutes, 30 seconds
Your email campaign has been scheduled to send and will start sending on the date and time you selected.
Send an Email Campaign...
Delete Selected
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Email Campaign Name
Email Subject
Contact List
Date Scheduled
Activity Status
Action
Trade Show Follow Up
Did you like our trade show last week?
'Leads for Sales Team'
October 3 2008, 6:03 am
Waiting to send
View Pause Edit Delete
Introducing Our Latest Product...
Introducing Our Latest Product...
'Leads for Sales Team'
May 30 2008, 2:52 am
Waiting to send
View Pause Edit Delete
Trade Show Follow Up
Did you like our trade show last week?
'Leads from Trade Show (Oct 2007)'
November 20 2007, 11:33 am
Complete
View Delete
Introducing Our Latest Product...
Introducing Our Latest Product...
'Newsletter Subscribers (From Product Demo's)'
November 19 2007, 9:04 am
Complete
View Delete

9 In the screen that displays, you can see all scheduled campaigns. Note that any campaigns scheduled for immediate sending will be sent when the cron job counter reaches zero.

See Viewing Scheduled Email Campaigns for more information on this screen.

Viewing Scheduled Email Campaigns

To view details about the email campaigns that are scheduled to be sent, click **Email campaigns**, then click **View scheduled email queue**.

You can:

- **Send an email campaign**: build a new email campaign. See Sending Email Campaigns.
- **Delete**: remove the campaign (or campaigns) from Pinpointe. The campaign cannot be retrieved.

You can also **View, Pause** or **Edit** a campaign.

Figure 97 View Scheduled Email Campaigns

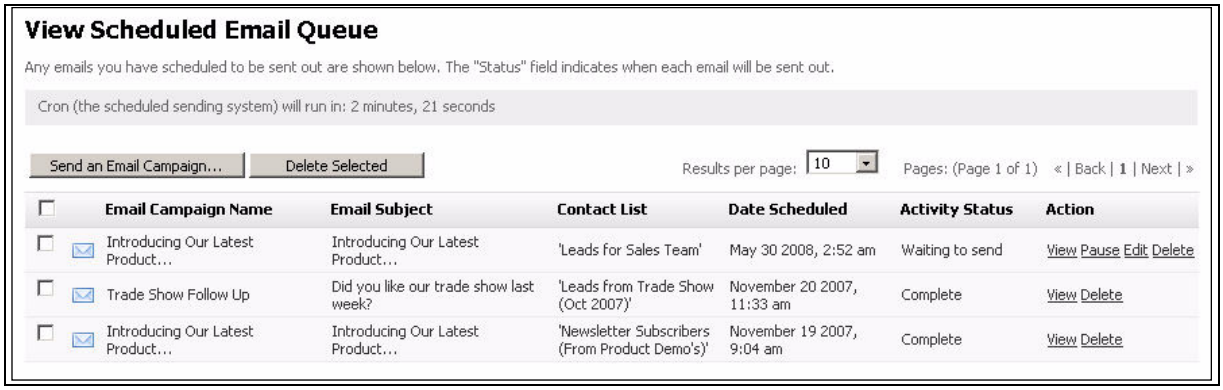

View Scheduled Email Queue
Any emails you have scheduled to be sent out are shown below. The "Status" field indicates when each email will be sent out.
Cron (the scheduled sending system) will run in: 2 minutes, 21 seconds
Send an Email Campaign...
Delete Selected
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Email Campaign Name
Email Subject
Contact List
Date Scheduled
Activity Status
Action
Introducing Our Latest Product...
Introducing Our Latest Product...
'Leads for Sales Team'
May 30 2008, 2:52 am
Waiting to send
View Pause Edit Delete
Trade Show Follow Up
Did you like our trade show last week?
'Leads from Trade Show (Oct 2007)'
November 20 2007, 11:33 am
Complete
View Delete
Introducing Our Latest Product...
Introducing Our Latest Product...
'Newsletter Subscribers (From Product Demo's)'
November 19 2007, 9:04 am
Complete
View Delete

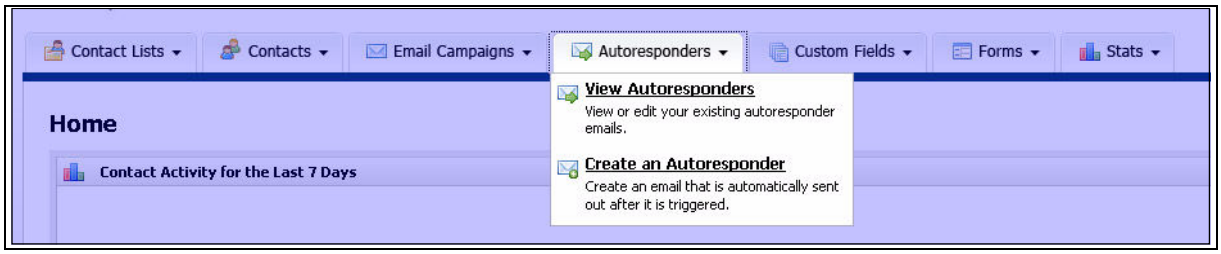
Table 27 View Scheduled Email Campaigns

Send an email campaign	Click this to send a new email campaign. See Sending Email Campaigns for more information.
Delete selected	Select one or more email campaigns and click this to delete the selected campaign (or campaigns).
	Select a box belonging to an email campaign before clicking the **Delete selected** button. Select the box at the top of the column to select all campaigns.
Email campaign name	This displays the name of the email campaign scheduled for sending.
Email subject	This displays the subject line of the email campaign.
Contact list	This displays the contact list to which the email campaign is scheduled to be sent.
Date scheduled	This displays the date and time at which the email campaign is scheduled to be sent.
Activity status	• For email campaigns scheduled to be sent at a specific time in the future, a timer displays that counts down to the time at which the campaign will be sent. • **Waiting to send** displays if the email campaign is scheduled for immediate sending, but is yet to be sent. The campaign will be sent when the cron job runs. • **Paused** displays when the email campaign has been temporarily stopped. • **Complete** displays when the email campaign has finished sending.
Action	• Click **View** to see a preview of the email campaign in a new browser window. • Click **Pause** to temporarily stop a campaign that is running. • Click **Resume** to start a campaign that has been temporarily stopped. • Click **Edit** to change the settings of an email campaign. See Creating and Editing Email Campaigns for more information. • Click **Delete** to remove the campaign (or campaigns) from Pinpointe. The campaign cannot be retrieved.

Using Autoresponders

This chapter discusses how to use the **Autoresponders** menu in the navigation bar.

Figure 98 The Autoresponders Menu



Autoresponders Overview

Autoresponders are emails sent out automatically by Pinpointe in response to actions taken by a contact (signing up for a newsletter, for example).

You can set up autoresponders to be sent out at specific times after the contact has been added to the contact list.

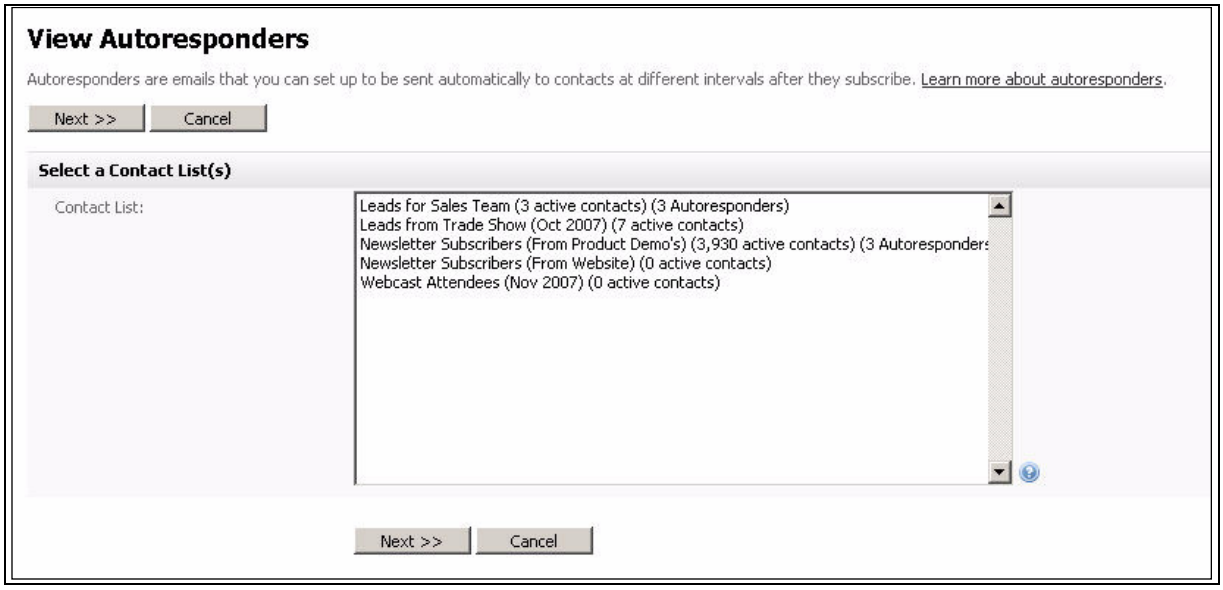
You can also configure an autoresponder to be sent to only the contacts in the list that match the search criteria you specify.

Viewing Autoresponders

Take the following steps to view details about an autoresponder you already created.

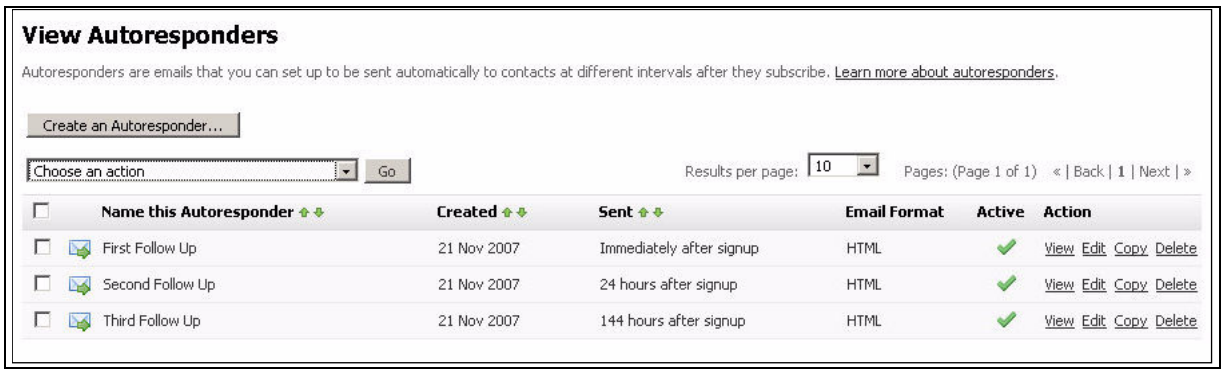
1 Click **Autoresponders** in the navigation bar, then click **View autoresponders**.

Figure 99 View Autoresponders: Choose Contact List


View Autoresponders
Autoresponders are emails that you can set up to be sent automatically to contacts at different intervals after they subscribe. Learn more about autoresponders.
Next >>
Cancel
Select a Contact List(s)
Contact List:
Leads for Sales Team (3 active contacts) (3 Autoresponders)
Leads from Trade Show (Oct 2007) (7 active contacts)
Newsletter Subscribers (From Product Demo's) (3,930 active contacts) (3 Autoresponder
Newsletter Subscribers (From Website) (0 active contacts)
Webcast Attendees (Nov 2007) (0 active contacts)
Next >>
Cancel

2 This screen displays a list of contact lists, the number of contacts belonging to the list, and the number of autoresponders associated with each list. Select a contact list and click **Next**.

Figure 100 View Autoresponders: Manage Autoresponders


View Autoresponders
Autoresponders are emails that you can set up to be sent automatically to contacts at different intervals after they subscribe. Learn more about autoresponders.
Create an Autoresponder...
Choose an action
Go
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Name this Autoresponder
Created
Sent
Email Format
Active
Action
First Follow Up 21 Nov 2007 Immediately after signup HTML View Edit Copy Delete
Second Follow Up 21 Nov 2007 24 hours after signup HTML View Edit Copy Delete
Third Follow Up 21 Nov 2007 144 hours after signup HTML View Edit Copy Delete

3 This screen allows you to:

- **Create an autoresponder**:
- **Delete the selected autoresponder(s)**: remove the autoresponder (or autoresponders) from Pinpointe. The autoresponder cannot be retrieved.
- **Activate the selected autoresponder(s)**: when activated, an autoresponder will be sent to contacts at the specified time.
- **Deactivate the selected autoresponder(s)**: when deactivated, an autoresponder will not be sent to contacts.

You can also **View, Edit** and **Copy** autoresponders.

Table 28 View Autoresponders

Create an autoresponder	Click this to go to the **Create an autoresponder** screen. See Creating and Editing Autoresponders for more information.
Choose an action	Select one or more autoresponders, select an option from the list and click **Go** to perform the selected action.
	Select a box belonging to an autoresponder before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all autoresponders.
Name this autoresponder	This displays the name of the autoresponder.
Created	This displays the date on which the autoresponder was created.
Sent	This displays the time that the autoresponder is sent after a contact signs up.
Email format	• **Text** displays if this autoresponder is sent in plain text only. • **HTML** displays if autoresponders are sent in HTML only. • **HTML and Text** displays if autoresponders are sent in multipart form. Note: Multipart emails have both an HTML element and a plain text element. Plain text displays if a user's email client cannot display HTML.
Action	• Click **View** to see a full-screen version of the autoresponder. • Click **Edit** to update the autoresponder. The screens that display are similar to the **Create an Autoresponder** screens (see Creating and Editing Autoresponders). • Click **Copy** to create a new copy of the autoresponder. The new autoresponder displays, with "Copy of" appended to the original name. • Click **Delete** to remove the autoresponder from Pinpointe. The autoresponder cannot be retrieved.

Creating and Editing Autoresponders

Pinpointe allows you to create autoresponders using the built-in editor.

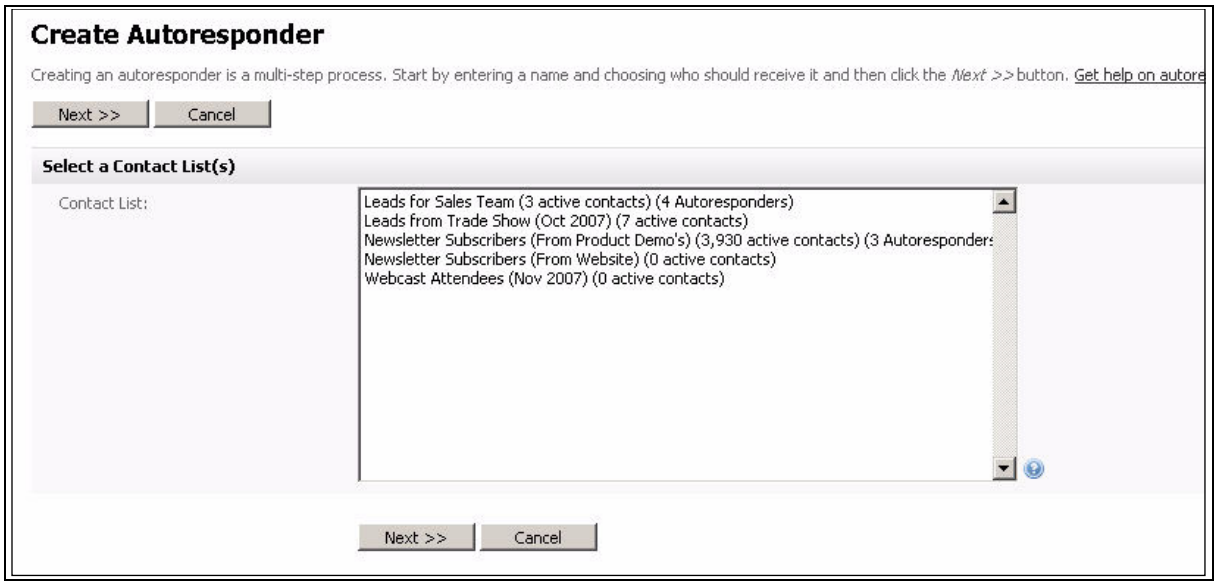
Note: If you want to create a new autoresponder based on an autoresponder you created previously, use the **Autoresponders > View autoresponders** screen to copy the template, then edit the new template. See Viewing Autoresponders.

To edit an autoresponder, click its **Edit** link in the **Autoresponders** > **View autoresponders** screen.

Take the following steps to create an autoresponder:

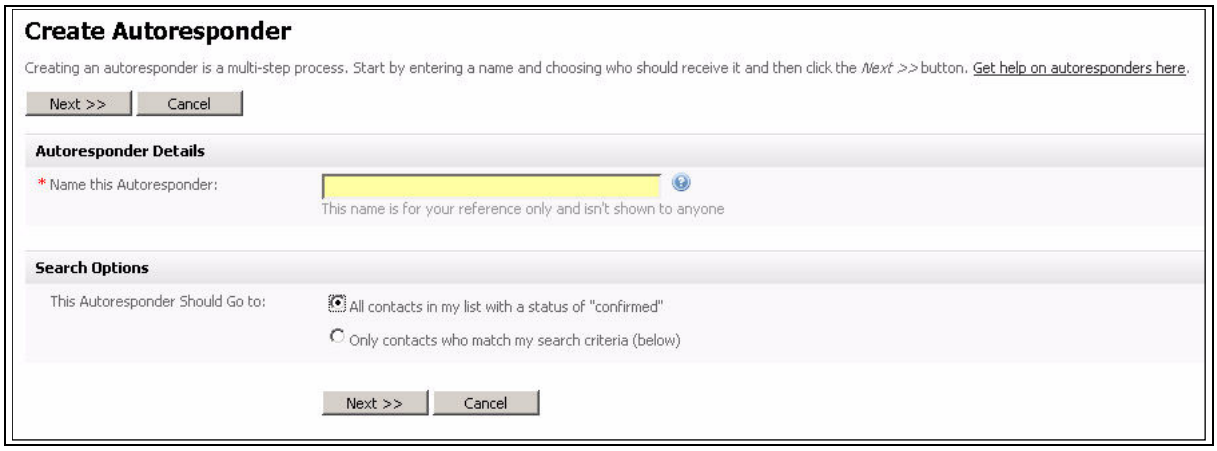
1 Click **Autoresponders** in the navigation bar and select **Create an autoresponder**.

Figure 101 Create an Autoresponder: Select a Contact List


Create Autoresponder
Creating an autoresponder is a multi-step process. Start by entering a name and choosing who should receive it and then click the Next >> button. Get help on autore
Next >>
Cancel
Select a Contact List(s)
Contact List:
Leads for Sales Team (3 active contacts) (4 Autoresponders)
Leads from Trade Show (Oct 2007) (7 active contacts)
Newsletter Subscribers (From Product Demo's) (3,930 active contacts) (3 Autoresponders
Newsletter Subscribers (From Website) (0 active contacts)
Webcast Attendees (Nov 2007) (0 active contacts)
Next >>
Cancel

2 Select the contact list for this autoresponder and click **Next**.

Figure 102 Create an Autoresponder: Name and Search

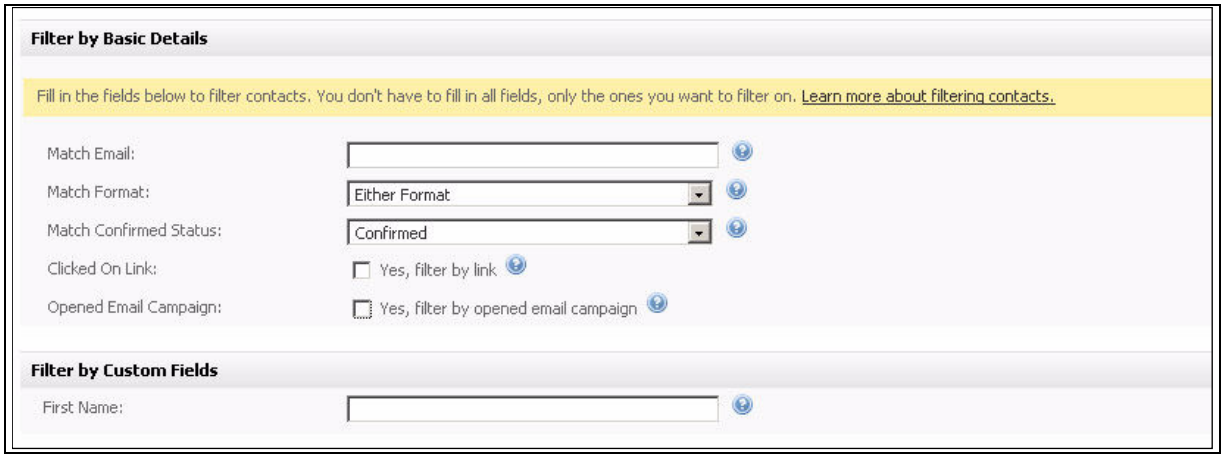

Create Autoresponder
Creating an autoresponder is a multi-step process. Start by entering a name and choosing who should receive it and then click the Next >> button. Get help on autoresponders here.
Next >>
Cancel
Autoresponder Details
* Name this Autoresponder:
This name is for your reference only and isn't shown to anyone
Search Options
This Autoresponder Should Go to:
All contacts in my list with a status of "confirmed"
Only contacts who match my search criteria (below)
Next >>
Cancel

3 Enter a name for the autoresponder in the **Name this autoresponder** field.

4 If you want to send this autoresponder to all contacts who sign up and subsequently confirm that they want to receive emails, select **All contacts in my list with a status of "confirmed"**.

Alternatively, you can send this autoresponder to certain contacts only. Select **Only contacts who match my search criteria (below)**. The following fields display.

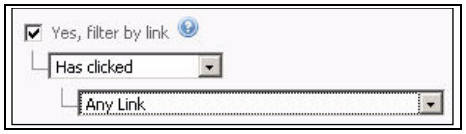
Figure 103 Autoresponder Filter Options


Filter by Basic Details
Fill in the fields below to filter contacts. You don't have to fill in all fields, only the ones you want to filter on. Learn more about filtering contacts.
Match Email:
Match Format:
Either Format
Match Confirmed Status:
Confirmed
Clicked On Link:
Yes, filter by link
Opened Email Campaign:
Yes, filter by opened email campaign
Filter by Custom Fields
First Name:

Configure the **Filter by basic details** fields:

- If you want to send this autoresponder only to contacts with a certain type of email address (for example, all contacts at hotmail.com), enter all or part of the email address in the **Email address** field.
- If you want to send this autoresponder only to contacts configured to receive **HTML** or **Text** emails only, select the relevant option from the **Match format** list.
- If you want to send this autoresponder only to contacts who are **Confirmed** or **Unconfirmed** only, select the relevant option from the **Match confirmed status** list. If you want to search for both, leave **Both confirmed and unconfirmed** selected (default).
- If you want to send this autoresponder only to contacts who have, or have not, clicked on a specific link in your autoresponder, select **Yes, filter by link**.

Figure 104 Autoresponder: Filter By Link



If you want to send this autoresponder only to contacts who have clicked on a link, select **Has clicked** in the first list, and select the relevant link in the second list.

If you want to send this autoresponder only to contacts who have not yet clicked on a link, select **Has not clicked**, and select the relevant link in the second list.

- If you want to send this autoresponder only to contacts who have, or have not, opened a specific email, select **Yes, filter by opened email campaign**.

Figure 105 Autoresponder: Filter By Opened Email

If you want to search for contacts who have opened an email, select **Has opened** in the first list, and select the email campaign in the second list.

If you want to find contacts who have not yet opened an email, select **Has not opened**, and select the email campaign in the second list.

5 If the contact list contains custom fields, you can search each field in the **Filter by custom fields** section.

6 Click **Next**.

Figure 106 Autoresponder: Sending Options

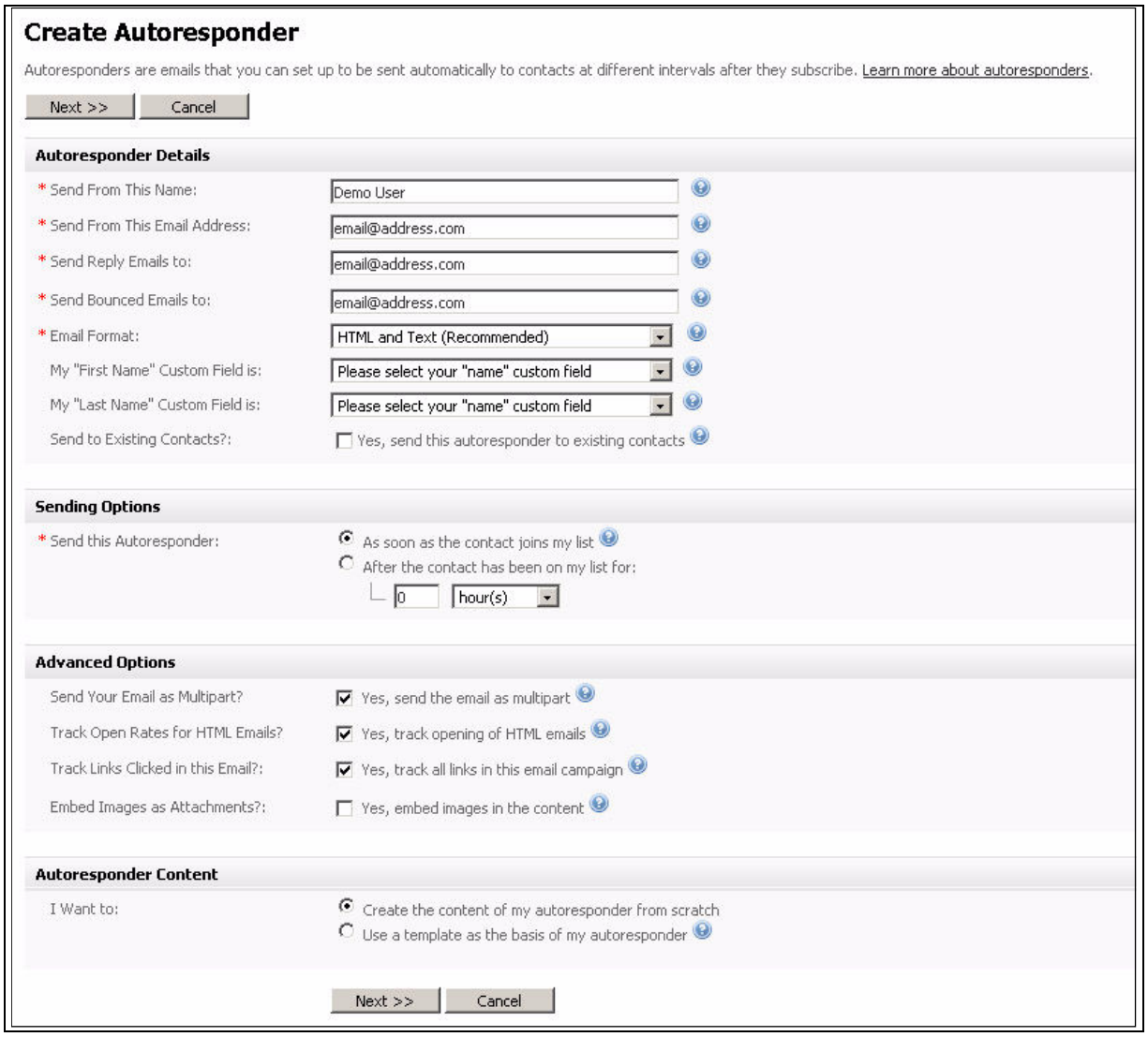

Create Autoresponder
Autoresponders are emails that you can set up to be sent automatically to contacts at different intervals after they subscribe. Learn more about autoresponders.
Next >>
Cancel
Autoresponder Details
* Send From This Name:
Demo User
* Send From This Email Address:
email@address.com
* Send Reply Emails to:
email@address.com
* Send Bounced Emails to:
email@address.com
* Email Format:
HTML and Text (Recommended)
My "First Name" Custom Field is:
Please select your "name" custom field
My "Last Name" Custom Field is:
Please select your "name" custom field
Send to Existing Contacts?:
Yes, send this autoresponder to existing contacts
Sending Options
* Send this Autoresponder:
As soon as the contact joins my list
After the contact has been on my list for:
0
hour(s)
Advanced Options
Send Your Email as Multipart?
Yes, send the email as multipart
Track Open Rates for HTML Emails?
Yes, track opening of HTML emails
Track Links Clicked in this Email?:
Yes, track all links in this email campaign
Embed Images as Attachments?:
Yes, embed images in the content
Autoresponder Content
I Want to:
Create the content of my autoresponder from scratch
Use a template as the basis of my autoresponder
Next >>
Cancel

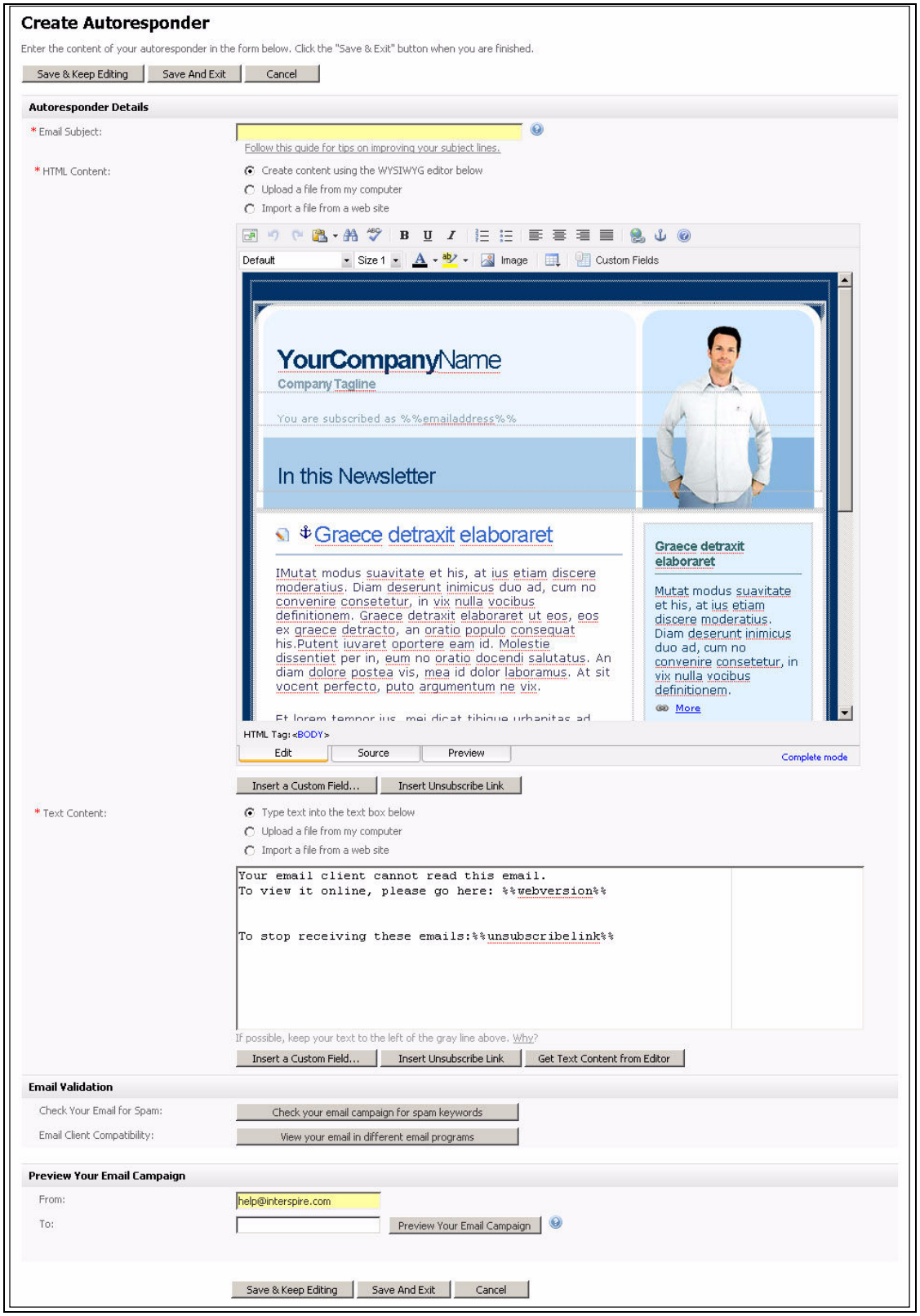
Table 29 Autoresponder: Sending Options

Autoresponder details	
Send from this name	This displays the default "from" name for the contact list you selected. If you want to change this name, enter the new name in this field.
Send from this email address	This displays the default "from" email account for the contact list you selected. If you want to use a different email account, enter the new address in this field.
Send reply emails to	This displays the default reply email address for this contact list. When a contact replies to your autoresponder, this is the address to which the reply is sent. If you want to use a different address, enter the new address in this field.
Send bounced emails to	This displays the default bounced email address for this contact list. This is the address to which undeliverable emails are sent. If you want to use a different address for handling bounced emails, enter the new address in this field.
Email format	• Select **HTML and Text** if you want this autoresponder to be sent with both HTML and plain text elements (multipart). Email clients that can display HTML messages use the HTML element, and clients that cannot display HTML use the plain text element. • Select **Text** if you want this autoresponder to be sent in plain text only. • Select **HTML** if you want this autoresponder to be sent in HTML only. If you select this option, your emails will not display in email clients that cannot display HTML messages.
My "first name" custom field is	If your autoresponder uses a custom field to define a recipient's first name, select it here. If your autoresponder uses a single field to define a recipient's name, select it in this field.
My "last name" custom field is	If your autoresponder uses a custom field to define a recipient's last name, select it here. If your autoresponder uses a single field to define a recipient's name, leave this field blank.
Send to existing contacts	Select this to send the autoresponder to contacts who already belong to the contact list. For example, if you set up an autoresponder to send ninety days after a contact was added to the list, contacts who were added to the list fewer than ninety days ago will receive the autoresponder on the relevant date.
Sending options	

Send this autoresponder	Select **As soon as the contact joins my list** to send the autoresponder to contacts immediately when they join the list. Select **After the contact has been on my list for** to send the autoresponder a specific number of hours, days, weeks, months or years after the contact has joined the list. Enter the time in the fields that display.
Advanced options	
Send your email as multipart?	Select this to send both HTML and text elements of a multipart autoresponder to recipients. This allows a recipient's email client to choose the correct display method. Note: Use this option if you are unsure. Also, use this option if you don't provide your recipients with the ability to choose HTML or text emails.
Track open rates for html emails?	Select this to have Pinpointe track the proportion of HTML autoresponders opened by their recipients.
Track links clicked in this email?	Select this to have Pinpointe track the proportion of links in this autoresponder that are clicked on by the recipient. You can view the results of clicked links in the **Stats** > **Autoresponder statistics**.
Embed images as attachments?	Select this to embed the images you send in HTML emails, rather than linking to them. This allows recipients to view the autoresponder offline, but can increase the email size significantly.
Autoresponder content	
I want to	• Select **Create the content of my autoresponder from scratch** if you do not want to base this autoresponder on an existing template. • Select **Use a template as the basis of my autoresponder** if you want to base this autoresponder on an existing template. **Figure 107** Autoresponder: Select a Template Select the template upon which you want to base this autoresponder.

7 Click **Next**. The autoresponder editor displays.

Figure 108 The Autoresponder Editor

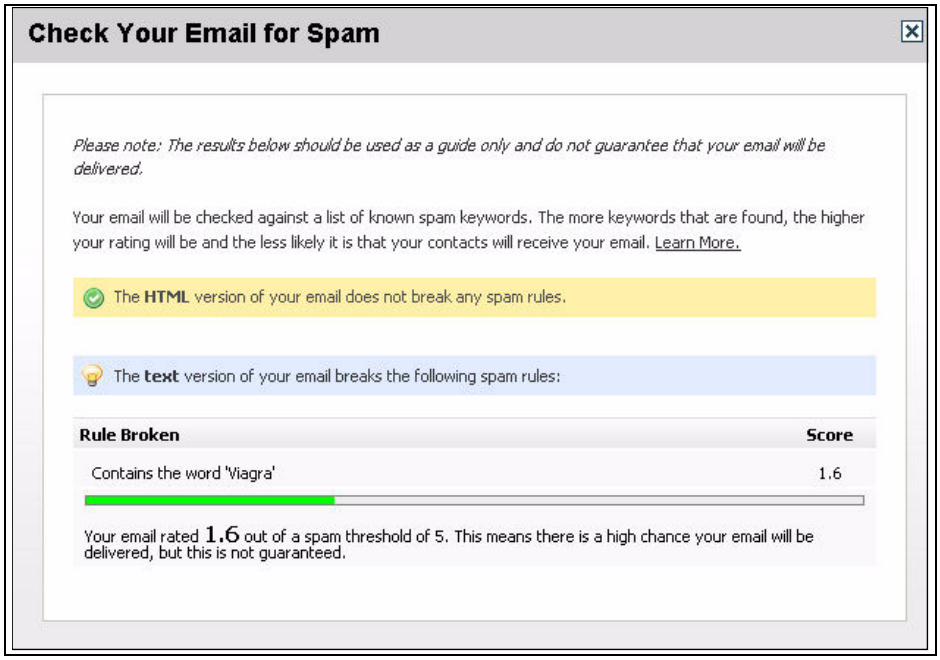

Create Autoresponder
Enter the content of your autoresponder in the form below. Click the "Save & Exit" button when you are finished.
Save & Keep Editing
Save And Exit
Cancel
Autoresponder Details
* Email Subject:
Follow this guide for tips on improving your subject lines.
* HTML Content:
Create content using the WYSIWYG editor below
Upload a file from my computer
Import a file from a web site
Default
Size 1
Image
Custom Fields
YourCompanyName
Company Tagline
You are subscribed as %%emailaddress%%
In this Newsletter
Graece detraxit elaboraret
IMutat modus suavitate et his, at ius etiam discere moderatius. Diam deserunt inimicus duo ad, cum no convenire consetetur, in vix nulla vocibus definitionem. Graece detraxit elaboraret ut eos, eos ex graece detracto, an oratio populo consequat his.Putent iuvaret oportere eam id. Molestie dissentiet per in, eum no oratio docendi salutatus. An diam dolore postea vis, mea id dolor laboramus. At sit vocent perfecto, puto argumentum ne vix.
Graece detraxit elaboraret
Mutat modus suavitate et his, at ius etiam discere moderatius. Diam deserunt inimicus duo ad, cum no convenire consetetur, in vix nulla vocibus definitionem.
More
HTML Tag: <BODY>
Edit
Source
Preview
Complete mode
Insert a Custom Field...
Insert Unsubscribe Link
* Text Content:
Type text into the text box below
Upload a file from my computer
Import a file from a web site
Your email client cannot read this email.
To view it online, please go here: %%webversion%%
To stop receiving these emails:%%unsubscribelink%%
If possible, keep your text to the left of the gray line above. Why?
Insert a Custom Field...
Insert Unsubscribe Link
Get Text Content from Editor
Email Validation
Check Your Email for Spam:
Check your email campaign for spam keywords
Email Client Compatibility:
View your email in different email programs
Preview Your Email Campaign
From:
help@interspire.com
To:
Preview Your Email Campaign
Save & Keep Editing
Save And Exit
Cancel

Note: If you selected **Text only** in the previous page, the **HTML Content** section in this page does not display. Likewise, if you selected **HTML only**, the **Text Content** section in this page does not display.

8. Specify how you want to build the HTML autoresponder.
   - If you want to use the built-in WYSIWYG (What You See Is What You Get) editor in this page, select **Create content using the WYSIWYG editor below**.
   - If you want to use an HTML file on your computer, select **Upload a file from my computer**. Click the **Browse** button that displays. A file upload window displays; locate and select the file you want to use and click **OK**. Click **Upload**. The HTML editor screen updates to show the new file.
   - If you want to use a file from a page on the Internet, select **Import a file from a web site** and enter the full URL (for example, "http://www.examplesite.com/examplepage.html") in the field that displays. Click **Import**. The HTML editor screen updates to show the new file.
9. Customize the HTML email using the editor. See Using the HTML Editor for more information.
10. Customize the text email using the editor. See Using the Text Editor for more information.
11. Check that your autoresponder will not be marked as spam by a recipient's email client. Click **Check your email for spam**.

Note: This checks the text in your autoresponder against a list of known spam keywords. However, it cannot guarantee that your autoresponder will be delivered to all recipients.

Figure 109 Check Your Email for Spam


Check Your Email for Spam
Please note: The results below should be used as a guide only and do not guarantee that your email will be delivered.
Your email will be checked against a list of known spam keywords. The more keywords that are found, the higher your rating will be and the less likely it is that your contacts will receive your email. Learn More.
The HTML version of your email does not break any spam rules.
The text version of your email breaks the following spam rules:
Rule Broken
Score
Contains the word 'Viagra'
1.6
Your email rated 1.6 out of a spam threshold of 5. This means there is a high chance your email will be delivered, but this is not guaranteed.

If either the HTML or text versions of your email break any rules, take note of the offending text and edit the autoresponder to not include the term.

Click the icon to close the **Check your email for spam** window.

12 Check that your autoresponder displays correctly in a variety of common email clients. Click **View your email in different email programs**. The **Email Validation** screen displays in a new window (see Validating an Email). When you have finished, close the window.

13 If you want to test the autoresponder by sending it to your own email address:

- Enter the email address from which you want to send the test email in the **Send preview from this email** field.
- Enter the email address to which you want to send the test email in the **Send preview to this email** field.
- To send the test email, click **Preview your email campaign**. Check the inbox of the account you entered in the **Send Preview to this Email** field.

14 Finish the autoresponder:

- Click **Save & keep editing** to save the new autoresponder and remain in this screen to make further changes.
- Click **Save and exit** to save the new autoresponder and go to the **View Custom Templates** screen (see Managing Custom Email Templates).
- Click **Cancel** to return to the **View Custom Templates** screen without saving the template. Any changes you made are lost.

Editing HTML and Text

Pinpointe provides a full-featured WYSIWYG (What You See Is What You Get) HTML editor, including an HTML code editor and preview function, as well as a plain-text editor.

Use these editors to create and modify templates, emails, autoresponders, and other HTML and plain-text features.

Note: See the relevant section of this user's guide for information on how to reach the editing screen for each type of HTML or plain-text feature.

You can also validate your email, ensuring that it displays correctly in a variety of popular email clients.

- See Using the HTML Editor for information on the WYSIWYG editor.
- See Using the Text Editor for information on the plain-text editor.
- See Validating an Email for information on checking how you email displays in popular email clients.

Using the HTML Editor

Pinpointe's built-in HTML editor is an HTML design tool that allows you to easily create and modify your emails. You can use the WYSIWYG editing tool, work directly with HTML code, and preview your email.

HTML Source Options

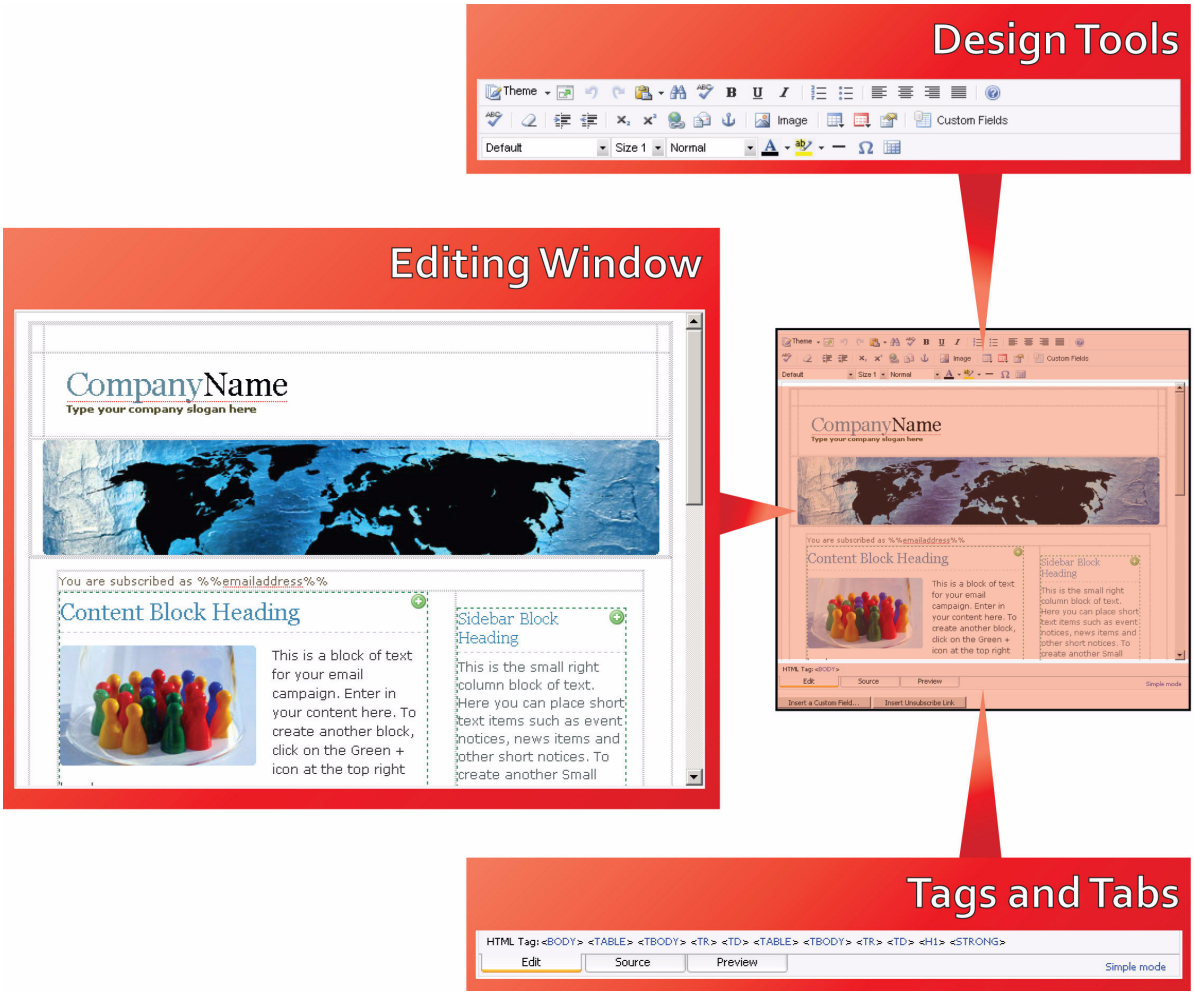
In some instances of the HTML editor, you have a choice of how to build the HTML document.

- If you want to use the built-in WYSIWYG (What You See Is What You Get) editor in this page, select **Create content using the WYSIWYG editor below**.
- If you want to use an HTML file on your computer, select **Upload a file from my computer**. Click the **Browse** button that displays. A file upload window displays; locate and select the file you want to use and click **OK**. Click **Upload**. The HTML editor screen updates to show the new file.
- If you want to use a file from a page on the Internet, select **Import a file from a web site** and enter the full URL (for example, "http://www.examplesite.com/examplepage.html") in the field that displays. Click **Import**. The HTML editor screen updates to show the new file.

HTML Editor Overview

The HTML editor is divided into three sections.

Figure 110 HTML Editor Overview


Design Tools
Editing Window
Tags and Tabs
CompanyName
Type your company slogan here
You are subscribed as %%emailaddress%%
Content Block Heading
This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right
Sidebar Block Heading
This is the small right column block of text. Here you can place short text items such as event notices, news items and other short notices. To create another Small
HTML Tag: <BODY> <TABLE> <TBODY> <TR> <TD> <TABLE> <TBODY> <TR> <TD> <H1> <STRONG>
Edit
Source
Preview
Simple mode

- Use **Design Tools** to control how text and images display, import material, create hyperlinks and a variety of other tasks. See Using Design Tools for more information.
- Use the **Editing Window** to control text blocks and image placement, and write your email's text content. See Using the Editing Window for more information.
- Use **Tags and Tabs** to switch between the **Editing Window**, the **Source Window** and the **Preview Window**, and to show or hide the advanced **Design Tools**. You can also see and select the HTML tags that relate to a selection in the WYSIWYG editor. See Using Tags and Tabs for more information.

Using Design Tools

The **Design Tools** allow you to edit every aspect of your HTML document.

Note: Not all fields are available for all documents.

Note: Not all elements shown here display in **Simple mode**. To view all elements, click **Complete mode** at the bottom of the screen. See Using Tags and Tabs.

Figure 111 HTML Design Tools

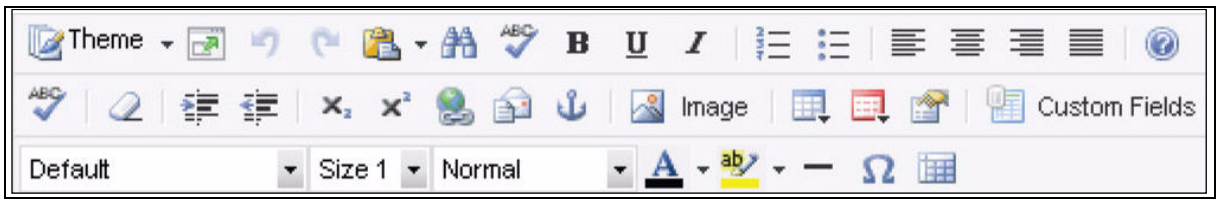
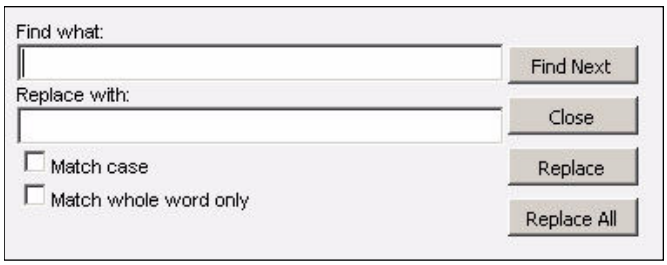
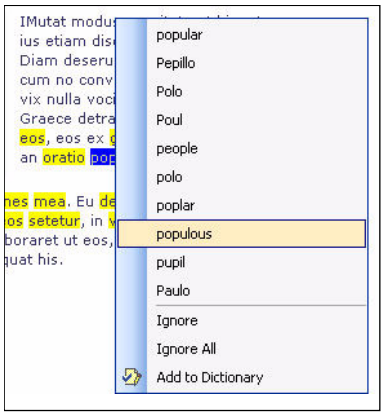


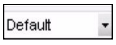
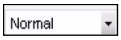
Table 30 HTML Design Tools

	Theme	Click this to choose the text color scheme for your document. Select a color to change all heading text to a matching color. If you choose **No color**, the document's default text color scheme is used. If you want to use a color that does not display in the list, click **More Colors**. An advanced color picker displays. Select the color you want to use, or enter its RGB (Red, Green, Blue) values, and click **OK**.
	Fullscreen mode	Click this to expand the HTML editor to occupy the full browser window. When in fullscreen mode, click this icon again to return to windowed mode.
	Undo	Click this to undo the last change you made to the document.
	Redo	Click this to repeat the last change you made to the document.
	Paste	Click this to place the contents of the clipboard into the document at the insertion point. • If you want to paste an image or formatted text, select **Paste**. • If you want to paste text, while removing text formatting, select **Paste as Plain Text**. • If the contents of the clipboard were taken from Microsoft Word, select the **Paste from MS Word** option. This removes formatting tags.

	Find and replace	Click this to find and replace specific text. The **Find/Replace** window displays. **Figure 112** The Find/Replace Window  • Enter the term you want to find in the **Find what** field. If you want to replace the text with another term, enter it in the **Replace with** field. • If you want your search to be case-sensitive (for example, "Search Term" is not the same as "search term"), select **Match case**. • If you want to search for complete words only (so a search for "sea" does not return a match for "search"), select **Match whole word only**. • Click **Find Next** to search for the term you entered in the **Find what** field. • Click **Replace** to replace the highlighted text with the term you entered in the **Replace with** field. • Click **Replace All** to find every instance of the search term you entered in the **Find what** field, and replace them with the term you entered in the **Replace with** field. • Click **Close** to close the Find/Replace window.

	Check spelling	Click this to check the spelling of the text in your document. • If you select text before clicking this icon, only the selected text is checked. • If you do not select any text before clicking this icon, all the text in the document is checked. Pinpointe checks the text. Any words that appear to be spelled incorrectly are highlighted. Click a highlighted word to see some suggestions. **Figure 113** Check Spelling  • Click a suggestion to replace the misspelled word with the suggested word. • Click **Ignore** to move on to the next word, or click **Ignore All** to finish the spell check. • If you want to allow a highlighted word in future spell checks, click **Add to Dictionary**.
	Bold	Click this to bold the selected text or, if the text is already bolded, to remove bolding.
	Underline	Click this to underline the selected text or, if the text is already underlined, to remove the line.
	Italic	Click this to italicise the selected text or, if the text is already italic, to remove the italics.
	Insert ordered list	Click this to insert a numbered list. If you select paragraphs already in the document and click this, the text is converted to a numbered list.
	Insert unordered list	Click this to insert a bulleted list. If you select paragraphs already in the document and click this, the text is converted to a bulleted list.
	Align left	Select text in the document and then click this to align the text to the left side of its text box.
	Align center	Select text in the document and then click this to align the

		text to the center of its text box.
	Align right	Select text in the document and then click this to align the text to the right side of its text box.
	Justify	Select text in the document and then click this to align the text to both the left and right sides of its text box.
	Help	Click this to see online help for the HTML editor from Pinpointe knowledge base.
	Remove text formatting	Select text and click this to return the text to its default state.
	Increase indent	Select text and click this to increase the space between the text and the left side of its text box.
	Decrease indent	Select text and click this to decrease the space between the text and the left side of its text box.
	Subscript	Select text and click this to reduce the text in size and drop it below the regular level.
	Superscript	Select text and click this to reduce the text in size and raise it above the regular level.
	Insert link	Select text, then click this to turn the text into a hyperlink. The **Link** screen displays. See Creating and Editing Hyperlinks for more information.
	Create email link	Select text, then click this to turn the text into a link that a recipient can click to send an email to the address that you specify. See Creating and Editing Email Links for more information.
	Insert / modify anchor	Click this to insert an anchor at the insertion point. Select an existing anchor and click this to edit the anchor's name. A window displays. Enter the new **Anchor Name** and click **OK**.
	Insert or modify an image	Click this to upload an image to Pinpointe server and insert it at the insertion point. Select an existing image to edit its properties. See Inserting and Editing Images for more information.
	Table functions	Click this to see a menu that allows you to create and modify HTML tables. See Creating and Editing Tables for more information.

	Form functions	Click this to see a menu that allows you to create and modify HTML forms. See Inserting and Editing Forms for more information.
	Modify page properties	Click this to see and edit basic information about the HTML page. See Modifying Page Properties for more information.
	Insert a custom field	Click this to insert a custom field. Custom fields use variables to include information defined elsewhere. Most of these variables are different for each subscriber ("contact's email address", for example). You can also define variables that are specific to each contact list. See Inserting Custom Fields for more information.
	Font name	Select the font family that you want to use for the selected text. If no text is selected, the change affects the entire paragraph.
	Font size	Select the font size that you want to use for the selected text. If no text is selected, the change affects the entire paragraph.
	Format	Select the heading style that you want to use for the selected text. If no text is selected, the change affects the entire paragraph.
	Font color	Select text and click this to assign the color that displays to the text. To view a color picker, click the triangular icon next to the button. Click a color to assign the color to the text. If you want to use a color that does not display in the list, click **More Colors**. An advanced color picker displays. Select the color you want to use, enter its RGB (Red, Green, Blue) values, or enter its hex value, and click **OK**.
	Highlight	Select this and click this to highlight the text. Highlighting text adds a colored background to the text. To view a color picker, click the triangular icon next to the button. Click a color to assign the color to the text background. If you want to use a color that does not display in the list, click **More Colors**. An advanced color picker displays. Select the color you want to use, enter its RGB (Red, Green, Blue) values, or enter its hex value, and click **OK**.
	Insert horizontal line	Click this to add a horizontal line at the insertion point. If the insertion point is in a paragraph, the paragraph is split into two.

	Insert character	Click this to insert a non-standard character. Select the character that you want to insert in the window that displays.
	Show borders	Click this to see element borders. Click it again to hide element borders.

Creating and Editing Hyperlinks

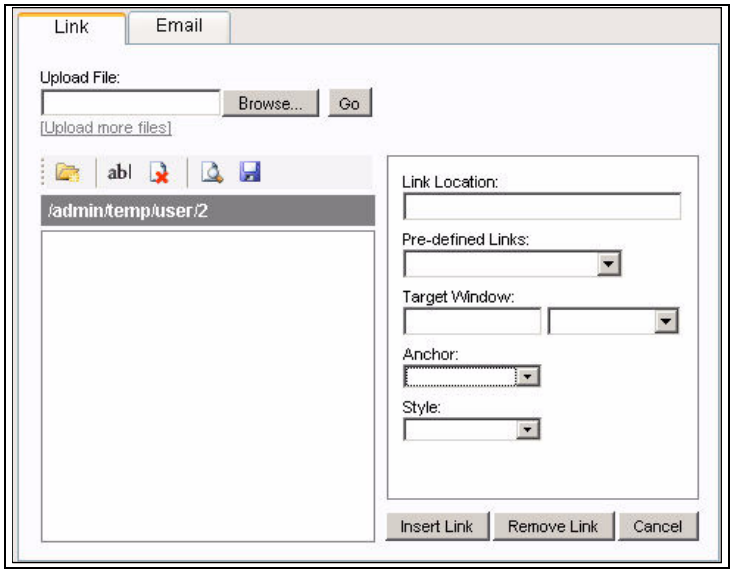
Use the **Link** screen to create and edit hyperlinks that allow recipients of your email to click through to web pages on the Internet or files stored on Pinpointe server.

Note: The file to which you are linking must be available on the Internet. If you are linking to a file that is not already available on the Internet, you can make it available by uploading it to Pinpointe server. See Uploading Files and Images to Pinpointe Server.

Note: For information on links that allow a recipient to send an email, see Creating and Editing Email Links.

To access the **Link** screen, click the **Insert Link** ( ) icon in the HTML editor (see Using the HTML Editor).

Figure 114 The Link Screen



- If you want to link to an existing web page on the Internet, enter the full URL in the **Link Location** field.
- See Creating Pre-defined Links for information on creating links related to common Pinpointe features (unsubscribing from the contact list, for instance).
- See Specifying Window Type for information on specifying the type of window in which the link opens.

- See Uploading Files and Images to Pinpointe Server for information on hosting linked files on Pinpointe server so they can be accessed by your email's recipients.

The following table describes the labels not discussed in the above-mentioned sections.

Table 31 The Link Screen: Common Fields

Anchor	If the document contains named anchors, select the destination anchor from the list. When a recipient clicks the link, the email displays with the anchor's location at the top of the screen.
Style	If your document has styles defined, you can select a **Style** to have the link display using the selected style.
Insert link	Once you have set up your hyperlink, click this to place the link in your email document.
Remove link	If you are editing a hyperlink, click this to remove the link. The plain text remains in your email document.
Cancel	Click this to close the **Link** screen without saving any changes.

Creating Pre-defined Links

Alternatively, use one of the **Pre-defined Links** to allow the recipient to take action related to Pinpointe.

Table 32 The Link Screen: Pre-defined Links

Link to Contact List Archives	Use this link to allow a user to see all the emails that have been sent to this contact list in the past. This option uses the **%%mailinglistarchive%%** variable.
Web Version of Email	Use this link to allow a user to view the HTML version of this email, stored on Pinpointe server, in their default web browser. This option uses the **%%webversion%%** variable.
Unsubscribe Link	Use this link to allow users to remove their email addresses from the contact list. This option uses the **%%unsubscribelink%%** variable.

Specifying Window Type

If you want to specify the type of window in which the link opens, select an option in the **Target Window** field. The HTML code displays in the field to the left.

Table 33 The Link Screen: Target Window Options

None	No HTML	Select this if you do not want to specify the type of window in which the link opens.

Same frame	_self	Select this to have the link open in the same window as the original email. If the original email uses frames, the new file opens in the same frame as the link.
Whole page	_top	Select this to have the link open in the whole page of the original email. If the original email uses frames, the new file removes the frames.
New window	_blank	Select this to have the link open in a new browser window.
Parent frame	_parent	Select this to have the link open in the parent frameset. Use this option when the original email uses multiple framesets.

Uploading Files and Images to Pinpointe Server

If you want to link to or embed a file that is not already available on the Internet (such as an image or another HTML file on your computer), use the file list on the left of the **Links** or **Images** screen. When you upload a file from your computer to this list it is automatically hosted on Pinpointe server, and can be accessed over the Internet.

- Use the **Links** screen to upload files you want a recipient to access via a hyperlink. See Creating and Editing Hyperlinks.
- Use the **Images** screen to upload images you want to embed in your email document. See Inserting and Editing Images.

Table 34 Link and Images Screens: Uploading Files and Images

	Upload File	Enter the filepath of the file on your computer that you want to upload to Pinpointe server. Alternatively, use the **Browse** button to locate the file.
	Browse	Click this to locate a file you want to upload to Pinpointe server. A **File Upload** window displays. Locate the file and click **Open**. Then, click **Go** to upload the file.
	Go	Once you have selected a file to upload (the filepath displays in the **Upload File** field) click this to upload the file.
	Upload more files	Click this to see two more fields where you can upload more files. Click each field's **Browse** button to select the file you want to upload. Note: The **Upload more files** button displays in the **Links** screen, and the **Upload more images** button displays in the **Images** screen.
	Upload more images	

	New folder	Click this to create a new folder for uploaded files on Pinpointe server. The current directory path displays above the list. A window displays in which you can name the new folder. Enter the new name and click **OK**.
	Rename selected file/folder	Select a file or folder and click this to rename the file or folder. Note: Click a folder's icon to select it. A window displays in which you can rename the folder. Enter the new name and click **OK**.
	Delete selected file/folder	Select a file or folder and click this to remove the file or folder. Note: If you delete a folder, all files and subfolders within the folder are also deleted.
	Preview selected file	Select a file and click this to see a preview of the file. A new window opens, displaying the file. Close the window to return to the **Link** screen. Note: This icon displays only in the **Link** screen.
	Download selected file	Select a file and click this to download the file to your computer. Note: This icon displays only in the **Link** screen.
	Toggle thumbnails	Click this to show or hide image thumbnails. Note: This icon displays only in the **Images** screen.
	Set image as background	Select an image and click this to use the image as the background for your document. If the image is not the same size as the document, it is repeated (tiled). Note: This icon displays only in the **Images** screen.

Creating and Editing Email Links

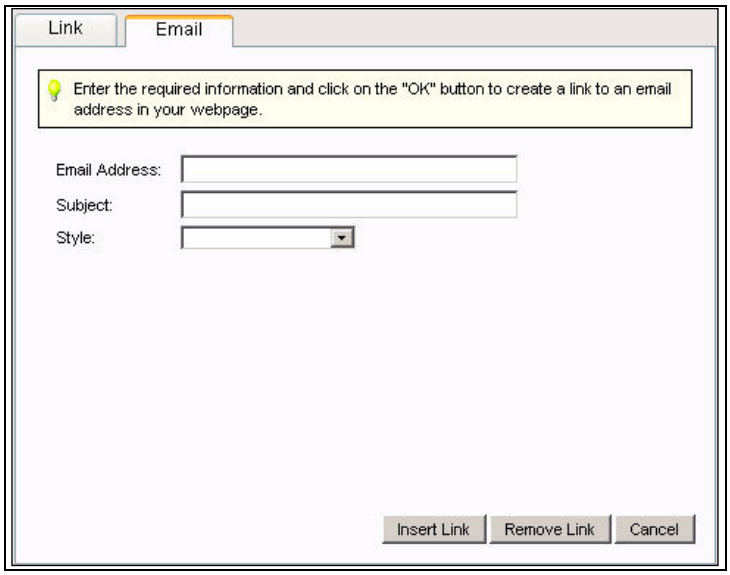
Use the **Email Link** screen to create and edit links that recipients can click to send an email to the address that you specify. Email links use the HTML **mailto** command. Take the following steps to create or edit an email link:

1. To create a new email link in your document, select text in the HTML editor (see Using the HTML Editor) and click the **Create email link** button ( ).

To edit an existing email link, select the link in the document and click the **Create email link** button.

The **Email Link** screen displays.

Figure 115 The Email Link Screen



2. Enter the **Email Address** to which you want the email to be sent.
3. If you want to specify the email subject (for example, "Response to Newsletter #15"), enter the subject line in the **Subject** field.
4. If your document has styles defined, you can select a **Style** to have the link display using the selected style.
5. Click **Insert Link** to place the email link in your document.

   Alternatively, click **Remove Link** to return the selected text in your document to its default state.

   Click **Cancel** to close the **Email Link** screen without saving any changes.

The email link displays in the HTML editor.

Inserting and Editing Images

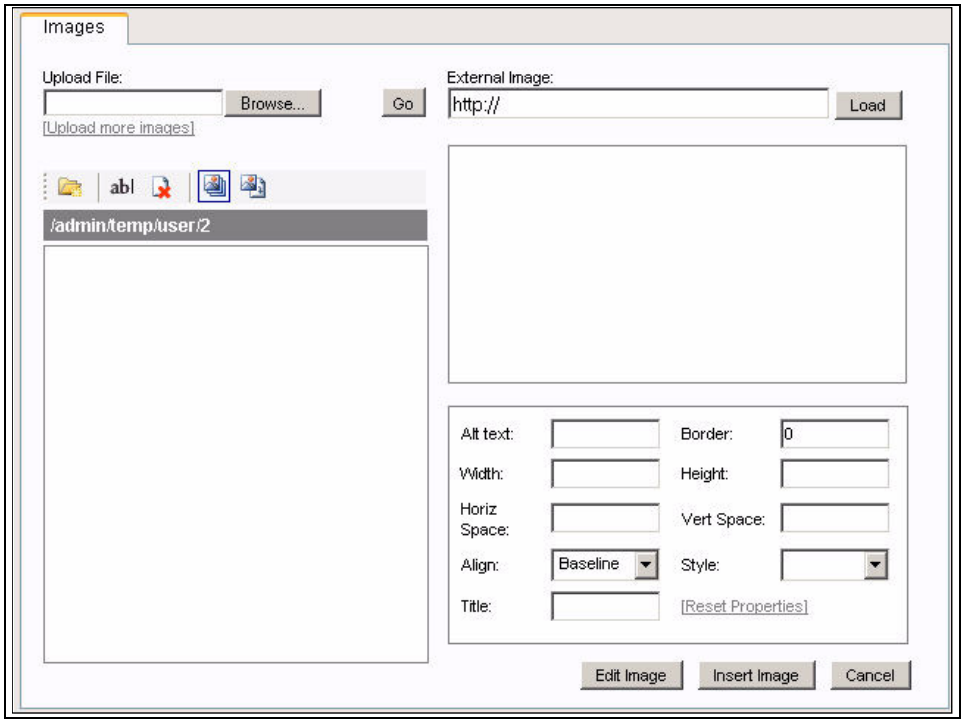
Use the **Images** screen to insert or edit an image in your document.

- To insert an image, access the HTML editor (see Using the HTML Editor). Place the insertion point where you want the image to appear, then click the **Insert or modify an image** button ( ).
- To edit an image, access the HTML editor. Select the image you want to edit, then click the **Insert or modify an image** button.

  You can also resize, drag and drop images in the editing window. See Using the Editing Window.

Note: Pinpointe allows you to use the following image types in your document: bitmap (.bmp), graphics interchange format (.gif), JPEG (.jpg), portable network graphics (.png), tagged image file format (.tif or .tiff).

Figure 116 The Images Screen



Images in your documents must be uploaded to Pinpointe server, or available elsewhere on the Internet. Use the fields on the left side of this screen to upload images to Pinpointe server, and configure the server's file structure. See Uploading Files and Images to Pinpointe Server for information on these fields.

The following table discusses the fields on the right side of this screen.

Table 35 The Images Screen

External image	If the image you want to insert is available on the Internet, but not on Pinpointe server, enter the full URL here ("http://www.examplesite.com/exampleimage.jpg", for instance).
Load	Enter an image's URL in the **External image** field and click this to display the image in the image field below.
View preview in new window ( )	This icon displays once you have selected an image from Pinpointe server, or entered a URL in the **External image** field and clicked **Load**. Click this icon to open a new browser window, displaying the selected image at full size.

Alt text	Enter the text that displays if the image is unavailable (for example, if the server is offline or the recipient's email client blocks images). Note: Not all email clients support Alt text.
Border	Specify the width of the border around the image. Enter **0** if you do not want a border around the image. Note: To change the border color, insert the image and then use the **Font color** tool (A) to select the new border color.
Width	Specify the width of the image in pixels. Note: This field is configured automatically when you select or load an image; you do not need to change it if you do not want to resize the image.
Height	Specify the height of the image in pixels. Note: This field is configured automatically when you select or load an image; you do not need to change it if you do not want to resize the image.
Horiz space	Enter the amount of empty space to left and right of the image in pixels.
Vert space	Enter the amount of empty space above and below the image in pixels.

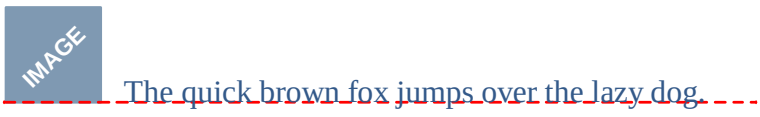
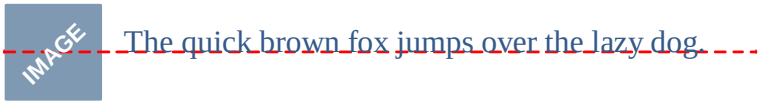
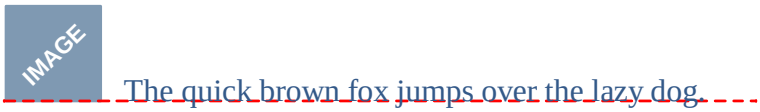
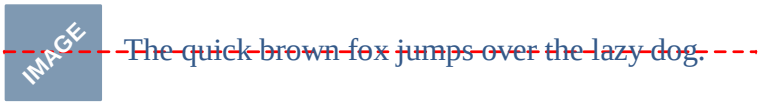
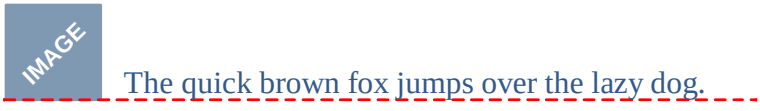
Align	Select where the image should display in relation to the paragraph of text in which it is placed. Bear in mind that not all HTML viewers display aligned images in exactly the same way. **Baseline**: this aligns the image with the baseline of the text.  **Top**: aligns the image with the top of the tallest possible letters in the line of text (even if there are no tall letters). **Middle**: in most browsers, this aligns the baseline of the line of text with the middle of the image.  However, in some browsers this aligns the middle of the text with the middle of the image (like **ABSmiddle**). **Bottom**: this behaves the same as **Baseline**.  In some older browsers, "bottom" referred to the absolute bottom of the text (including letters with "tails," such as **g** and **y**). **TextTop**: this is very similar to **Top**. This aligns the image with the tallest actual letters in the line of text. **ABSmiddle**: this aligns the middle of the text with the middle of the image.  **ABSbottom**: this aligns the bottom of the image with the absolute bottom of the text, including letters with "tails," such as **g** and **y**.  **Left**: this places the image at the left margin. Text flows around the

image.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Right: this places the image at the right margin. Text flows around the image.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Style	If your document has styles defined, you can select a **Style** to have the image display using the selected style.
Title	Enter a title for the image. In most HTML viewers, this displays when the recipient places the mouse pointer over the image. However, not all email clients support this. Note: If you want nothing to display when the recipient places the mouse pointer over the image, leave this blank.
Reset properties	Click this to return the image properties to their default values. The image's **Width** and **Height** return to their full size values. Any information in the following fields is deleted: **Alt text**, **Border**, **Horiz space**, **Vert space**, **Align**, **Style** and **Title**.
Edit image	Click this to open the image in a new window and edit it using the Snipshot online image editing tool. At the time of writing, this tool allows you to: • Resize the image. • Crop the image. • Enhance the image. • Adjust the image's aspect ratio, tilt (horizontal angle), exposure, contrast, saturation, hue and sharpness. • Rotate the image. • Turn a color image to greyscale. See **www.snipshot.com** for more information. Note: This field displays only when you are inserting a new image.
Insert image	Click this to place the image into your document at the insertion point. Note: This field displays only when you are inserting a new image.
Modify image	Click this to save your changes to the image and return to the HTML editor. Note: This field displays only when you are editing an existing image in your document.
Cancel	Click this to close this window and return to the HTML editor without saving your changes.

Creating and Editing Tables

In HTML, tables allow you to arrange information in horizontal rows and vertical columns.

- To insert a table, access the HTML editor (see Using the HTML Editor). Place the insertion point where you want the table to appear, then click the **Table functions**

button ( ) and select **Insert table**. The **Insert table** screen displays (see Inserting a Table).

- To edit a table, access the HTML editor. Select the table you want to edit, then click the **Table Functions** button.

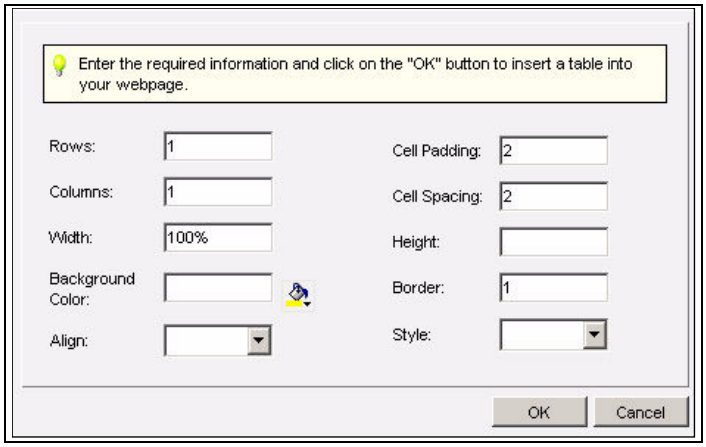
  You can also resize tables, and add rows and columns, in the editing window. See Using the Editing Window.

Inserting a Table

Take the following steps to insert a table in a document:

1. In the HTML editor, click the **Table functions** button ( ) and select **Insert table**. The **Insert table** window displays.

Figure 117 Insert Table



2. Enter the number of horizontal **Rows** and vertical **Columns** you want your table to have.
3. Enter the number of **Cell Padding** pixels you want to give your table. Cell padding inserts space between the edges of each table cell and the text inside the cell.
4. Enter the number of **Cell Spacing** pixels you want to give your table. Cell spacing inserts space between the cells in your table.
5. Define the **Width** of your table. You can define the table width in pixels by entering an integer (for example, "**150**"), or as a percentage of the recipient's browser window by entering a percentage (for example, "**75%**").
6. Define the **Height** of your table, if required. As with the **Width**, enter an integer to define the table height in pixels, or enter a percentage value to define the table height as a percentage of the recipient's browser window. If you leave this value blank, the table's default height is equal to the text height, plus cell padding and spacing for each row, multiplied by the number of rows.
7. If you want to define a **Background color** for the table, click the color picker icon ( ). Alternatively, enter a color's hex value ("**#ffffff**", for instance).

8 If you want your table to have a **Border,** specify its width. If you want a table with no borders, enter "**0**" in this field.

Note: The border does not display in the **Edit** screen; click the **Preview** tab (see Using Tags and Tabs) to see the table as it will display in the recipient's email client.

9 In the **Align** list, select how you want the table to be displayed in its container.
- Select **Left** to have the table display at the left-hand margin.
- Select **Right** to have the table display at the right-hand margin.
- Select **Center** to have the table display in the middle of the container.

10 If your document has styles defined, you can select a **Style** to have the table display using the selected style.

11 Click **OK**. Your table displays in the HTML editor.

Alternatively, click **Cancel** to close the **Insert table** screen without making any changes.

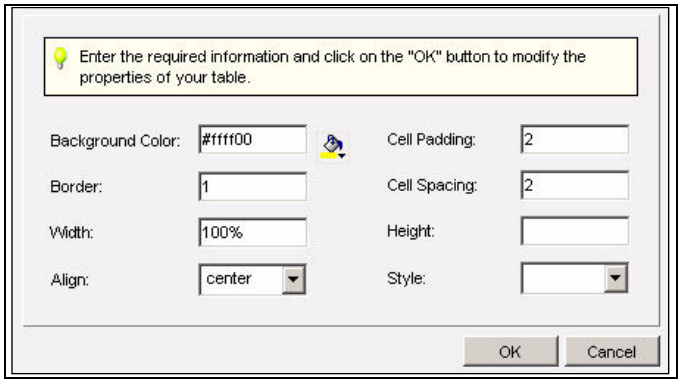
Modifying Table Properties

Take the following steps to change the properties of an existing table in a document:

1 In the HTML editor, click inside the table you want to modify.

2 Click the **Table functions** button ( ) and select **Modify table properties**.The **Modify table properties screen** displays.

Figure 118 Modifying Table Properties



3 Make the changes to the table's properties. The fields that display are the same as those in the **Insert table** scree. See Inserting a Table for information on how to modify the fields.

4 Click **OK**. The changes to your table display in the HTML editor.

Alternatively, click **Cancel** to close the **Modify table properties** screen without making any changes.

Modifying Cell Properties

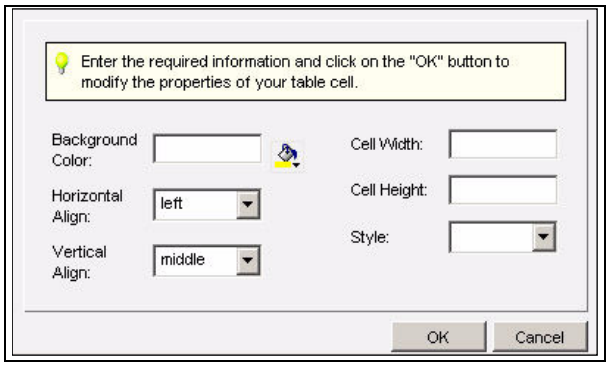
Take the following steps to change the properties of a cell in an existing table in a document:

1 In the HTML editor, click inside the cell you want to modify.

Note: Pinpointe supports the modification of one cell at a time.

2 Click the **Table functions** button ( ) and select **Modify cell properties**.The **Modify cell properties screen** displays.

Figure 119 Modifying Cell Properties



3 If you want to define a **Background color** for the cell, click the color picker icon ( ). Alternatively, enter a color's hex value ("**#ffffff**", for instance).

4 Enter the **Cell width** and **Cell height**, if required. The **Cell width** field affects all cells in the same column as the selected cell, and the **Cell height** field affects all cells in the same row as the selected cell.

5 In the **Horizontal Align** list, select how you want text or images to display in the selected cell.
- Select **Left** to have the text or image display at the left-hand cell margin.
- Select **Right** to have the text or image display at the cell's right-hand margin.
- Select **Center** to have the text or image display in the horizontal middle of the cell.

6 In the **Vertical Align** list, select how you want text or images to display in the selected cell.
- Select **None** to have the text or image display in its default vertical location.
- Select **Top** to have the text or image display at the upper cell margin.
- Select **Middle** to have the text or image display at the vertical middle of the cell.
- Select **Bottom** to have the text or image display at the bottom cell margin.

7 Click **OK**. The changes to your cell display in the HTML editor.

Alternatively, click **Cancel** to close the **Modify cell properties** screen without making any changes.

Inserting and Deleting Columns

Take the following steps to add a column to a table in a document:

1. In the HTML editor, select a table cell next to which you want to add a column.
2. Click the **Table functions** button ( ). Select **Insert column to the right** or **Insert column to the left**.
   The new column displays in the HTML editor.

Take the following steps to delete a column from a table in the HTML editor:

1. In the HTML editor, select a table cell in the column you want to delete.
2. Click the **Table functions** button ( ). Select **Delete column**.
   The column is deleted from the table.

Inserting and Deleting Rows

Take the following steps to add a row to a table in a document:

1. In the HTML editor, select a table cell above or below which you want to add a row.
2. Click the **Table functions** button ( ). Select **Insert row above** or **Insert row below**.
   The new row displays in the HTML editor.

Take the following steps to delete a row from a table in a document:

1. In the HTML editor, select a table cell in the row you want to delete.
2. Click the **Table functions** button ( ). Select **Delete row**.
   The row is deleted from the table.

Increasing and Decreasing Column Span

Take the following steps to merge a table cell into the column to its immediate right (increase column span) or split a table cell from a cell with which it was previously combined (decrease column span):

Note: A cell can be split down to a single column width, and no further.

1. In the HTML editor, select a table cell in the column you want to modify.
2. Click the **Table functions** button ( ).
3. Select **Increase column span** to merge the cell with the cell to its right, or select **Decrease column span** to split a multi-column cell from its rightmost section.
   The cell displays in the HTML editor at its modified width.

Increasing and Decreasing Row Span

Take the following steps to merge a table cell into the row beneath it (increase row span) or split a table cell from a cell with which it was previously combined (decrease column span):

Note: A cell can be split down to a single row height, and no further.

1. In the HTML editor, select a table cell in the column you want to modify.
2. Click the **Table functions** button ( ).
3. Select **Increase row span** to merge the cell with the cell beneath it, or select **Decrease row span** to split a multi-row cell from its lowest section.
   The cell displays in the HTML editor at its modified width.

Inserting and Editing Forms

HTML forms allow recipients of your email to perform a variety of tasks. They can enter information in form fields, select options using radio buttons, check boxes and list boxes, and click buttons to send or reset the form. Furthermore, hidden form fields in your emails do not display in the recipient's email client, but convey information back to you when a form is sent.

Forms reference scripts in order to perform the required action. These scripts may be located on Pinpointe server, or on another server on the Internet. Alternatively, forms can use an HTML **mailto** command to email the form contents to a specified address.

When you want to add a form to your document, first insert a new form and then add the required fields to the form.

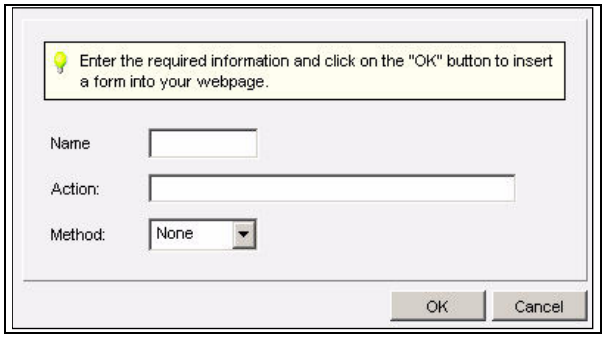
Note: Bear in mind that popular email clients handle forms differently. Some clients do not display forms, whereas others do not permit full form functionality. An alternative to using forms in your email is to link to a page on your website where a recipient can perform the required task.

Inserting a Form

Take the following steps to add a form to a document:

1. In the HTML editor, place the insertion point where you want the form to appear. Click the **Form functions** button ( ) and select **Insert form**. The **Insert form** screen displays.

Figure 120 Insert Form



2 Enter the **Name** you want to give this form.

Note: If this form references a script that specifies the form by name, the **Name** must be identical to the name in the script.

3 In the **Action** field, specify the location of the script you want this form to reference, for example:

```
http://www.somesite.com/somefolder/examplescript.php
```

Note: If you do not enter the full URI, Pinpointe automatically appends its server information to the location you specify.

Alternatively, you can specify an email address to which to send the form's content; use the following format:

```
mailto:someaccount@somesite.com
```

4 Select the **Method** this form uses.

- Select **None** if you do not want to specify the form submission method.
- Select **Get** if you want the form content to be transmitted as a URI. The form content is added to the URI specified in the **Action** field, using a question mark ("**?**") as a separator. For example:

```
http://www.somesite.com/somefolder/examplescript.php?name=val
ue
```

- Select **Post** if you want the form content to be transmitted as a message (using an HTTP POST operation) to the URI specified in the **Action** field. The message contains the form content in the following format:

```
name1=value1&name2=value2&name3=value3
```

5 Click **OK** to insert the form, or click **Cancel** to close the **Insert form** window without saving any changes. See Inserting and Modifying Form Fields for information on adding the form fields you require.

Modifying Form Properties

Take the following steps to change the properties of an existing form in a document:

1 In the HTML editor, select the form you want to modify. Click the **Form functions** button ( ) and select **Modify form properties**. The **Modify form properties** screen displays.

2 Make your changes to the form. The fields that display in this screen are the same as those in the **Insert form** screen; see Inserting a Form.

3 Click **OK** to modify the form, or click **Cancel** to close the **Modify form properties** window without saving any changes.

Inserting and Modifying Form Fields

Once you have created a form in your HTML document (see Inserting a Form) you can insert the form fields you require.

Click the **Form functions** button ( ). Select one of the options from the list that displays:

- Inserting a Text Field
- Inserting a Text Area
- Inserting a Hidden Field
- Inserting a Button
- Inserting a Checkbox
- Inserting a Radio Button
- Inserting a List Box

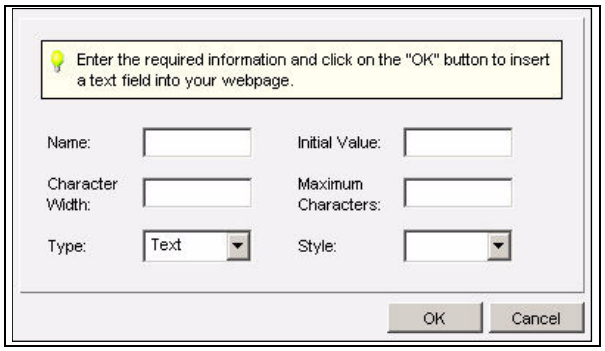
Note: To modify an existing form field, select the field in the HTML editor. Click the **Form functions** button ( ). The options that display are the same as before, except "**Insert**" is replaced with "**Modify**" in each option. The screens that display when you click the options are also the same.

Inserting a Text Field

A text field is a simple, one-line field in which a user may enter data.

1 Click the **Form functions** button and select **Insert Text Field**.

Figure 121 Insert Text Field



2 Enter the field's **Name**. This is displayed next to the user-entered value when the form content is sent.

3 If you want text to display in the field before the user enters anything, enter the text in the **Initial value** field.

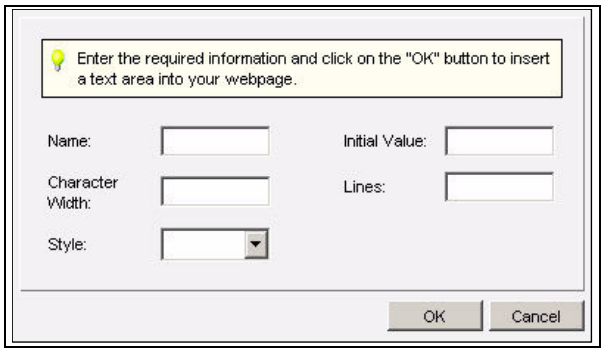
4 Specify the **Character width**, if required, and enter the maximum number of text characters the user may enter in the **Maximum characters** field.
5 If you want the text in this field to display as asterisks ("*****") select **Password** in the **Type** field. Otherwise, select **Text**.
6 If your document has styles defined, you can select a **Style** to have the field display using the selected style.
7 Click **OK** to save your changes and close the window. Alternatively, click **Cancel** to close the window without saving any changes.

Inserting a Text Area

A text area is a text field with multiple lines, in which a user may enter data.

1 Click the **Form functions** button and select **Insert Text Area**.

Figure 122 Insert Text Area



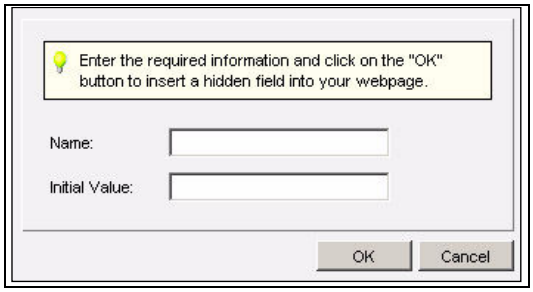
2 Enter the field's **Name**. This is displayed next to the user-entered value when the form content is returned.
3 If you want text to display in the field before the user enters anything, enter the text in the **Initial value** field.
4 Specify the **Character width**, if required.
5 Enter the number of lines of text to display (the text area's height) in the **Lines** field.
6 If your document has styles defined, you can select a **Style** to have the field display using the selected style.
7 Click **OK** to save your changes and close the window. Alternatively, click **Cancel** to close the window without saving any changes.

Inserting a Hidden Field

A hidden field is a form field that does not display on the screen, but contains data to be sent as part of the form content when the form is returned.

1 Click the **Form functions** button and select **Insert Hidden Field**.

Figure 123 Insert Hidden Field


Enter the required information and click on the "OK" button to insert a hidden field into your webpage.
Name:
Initial Value:
OK
Cancel

2 Enter the field's **Name**. This is displayed next to the initial value when the form content is sent.

3 Enter the field value in the **Initial value** field. Since this is a hidden field, there is no opportunity for the user to change this value.

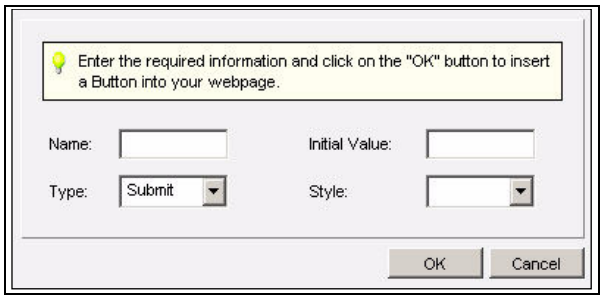
4 Click **OK** to save your changes and close the window. Alternatively, click **Cancel** to close the window without saving any changes.

Inserting a Button

Use buttons to allow the user to submit (send) or reset (clear) the form in which they appear, or to include the button's value in the form content.

1 Click the **Form functions** button and select **Insert Button**.

Figure 124 Insert Button



2 Enter the button's **Name**.

3 Enter the text that displays on the button in the **Initial value** field.

4 Select the **Type** of button you want to create:

- Select **Button** to create a default button.
- Select **Submit** to create a button that sends the form in the manner you specified in the **Insert form** screen (see Inserting a Form).
- Select **Reset** to create a button that returns the fields in the form to their default values (blank or displaying their **Initial values**).

5 If your document has styles defined, you can select a **Style** to have the button display using the selected style.

6 Click **OK** to save your changes and close the window. Alternatively, click **Cancel** to close the window without saving any changes.

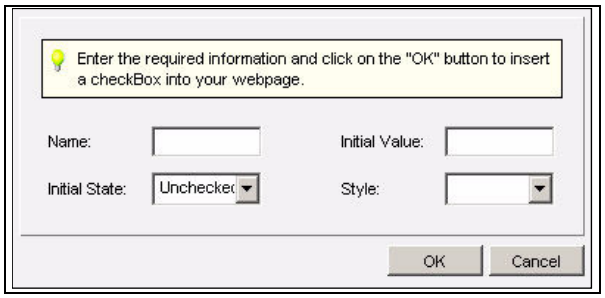
Inserting a Checkbox

Checkboxes ( ) allow users to select options in a form. Use checkboxes when a user may enter multiple choices from a range of options.

Note: Unlike radio buttons, when multiple checkboxes in the same form have the same **Name**, a user may select multiple checkboxes, or none. For this reason it is advised to use checkboxes when a user may select all, none, or a variety of options.

1. Click the **Form functions** button and select **Insert Checkbox**.

Figure 125 Insert Checkbox



2. Enter the checkbox's **Name**.
3. Enter an **Initial value** field. This value will be returned along with the **Name** when the form is sent.
4. Select the **Initial State** of the checkbox:
   - Select **Unchecked** to have the button empty (off) by default.
   - Select **Checked** to have the button selected (on) by default.
5. If your document has styles defined, you can select a **Style** to have the checkbox display using the selected style.
6. Click **OK** to save your changes and close the window. Alternatively, click **Cancel** to close the window without saving any changes.

Inserting a Radio Button

Radio buttons ( ) allow users to select options in a form. Use radio buttons when a user may select only one of a range of options.

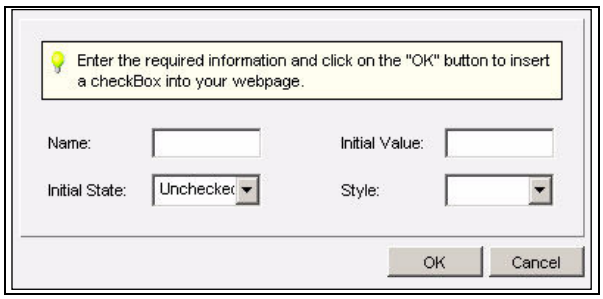
When multiple radio buttons in a form have the same **Name**, only one may be checked at a time.

Note: Unlike checkboxes, radio buttons cannot be "unchecked" (deselected) by clicking on them a second time. The only way to deselect a radio button is to select another radio button in the form with the same **Name**. For this reason, it is advised to use radio buttons when the user must select one option or another (for example, "Yes, I want to receive updates" or "No, I don't want to receive updates")

and to specify one of the radio buttons as selected by default (use the **Initial state** list).

1. Click the **Form functions** button and select **Insert Radio Button**.

Figure 126 Insert Radio Button



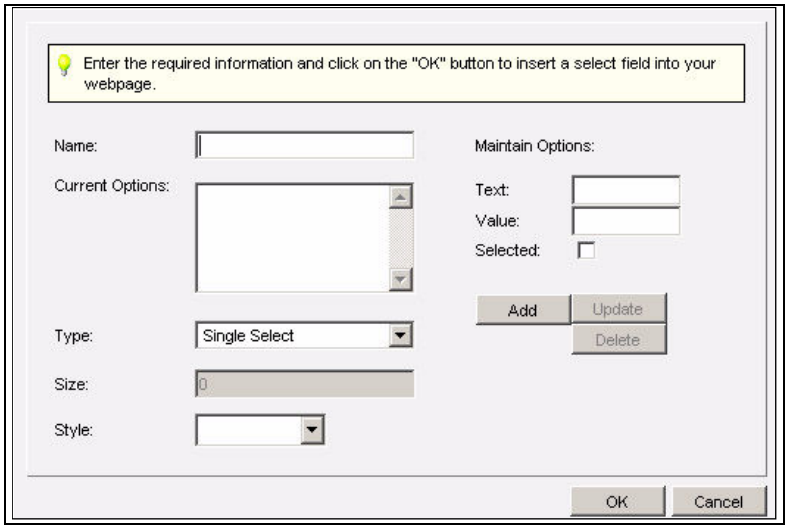
2. Enter the radio button's **Name**. Give all radio buttons in the same options list the same **Name**.
3. Enter an **Initial value** field. This value will be returned along with the **Name** when the form is returned.
4. Select the **Initial State** of the radio button:
   - Select **Unchecked** to have the radio button empty (off) by default.
   - Select **Checked** to have the radio button selected (on) by default.
5. If your document has styles defined, you can select a **Style** to have the radio button display using the selected style.
6. Click **OK** to save your changes and close the window. Alternatively, click **Cancel** to close the window without saving any changes.

Inserting a List Box

List boxes, also known as select fields, allow users to select an option from a drop-down or static list.

1. Click the **Form functions** button and select **Insert Select Field**.

Figure 127 Insert List Box



2 Enter the radio button's **Name**.

3 Configure the **Maintain options** fields. These fields allow you to populate the **Current options** list and specify the **Values** that are returned in the form.
- Enter the **Text** that you want to display in the list.
- Enter the **Value** for the list option. Note that the **Value** returned and the **Text** displayed may be completely different, if required.
- Select **Selected** if you want the list option to be selected by default.
- Click **Add** to include the option in the list.
- Select an option in the list, edit it, and click **Update** to save the changes. Alternatively, click **Add** to keep the option with its old values and create a new option with the new values.
- Select an option in the list and click **Delete** to remove it from the list.

4 Select the **Type** of list:
- Select **Single select** to allow the user to select only one option.
- Select **Multiple select** to allow the user to select multiple options.

5 Enter the height of the list box (in text rows) in the **Size** field:
- Enter **0** (default) to have the list display in a single row with a drop-down icon (**Single select**) or in the same number of rows as list options (**Multiple select**).
- Enter **1** (**Multiple select** only) to have the list display in a single row with no drop-down icon. This is not recommended.
- Enter **2** or higher (**Multiple select** only) to display the specified number of rows. The user may navigate the list using the scroll bar on the right of the list box.

6 If your document has styles defined, you can select a **Style** to have the list display using the selected style.

7 Click **OK** to save your changes and close the window. Alternatively, click **Cancel** to close the window without saving any changes.

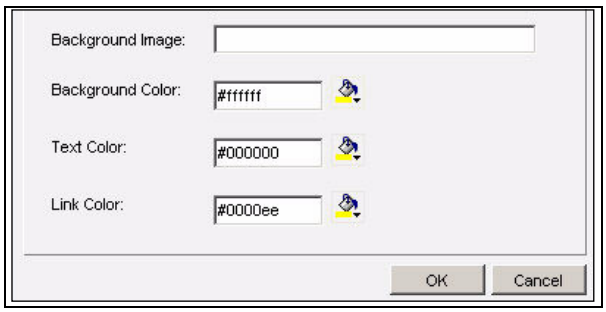
Modifying Page Properties

Take the following steps to modify your document's basic settings, including background and color setup:

Note: You do note need to modify the **Page Title, Description,** or **Keywords** in the **Page properties** window. These properties are standard HTML, but are designed for web pages and are not relevant when creating HTML emails.

1. In the HTML editor, click **Modify page properties** ( ).

Figure 128 Page Properties



2. Specify a **Background image** by pasting the image's URL into the field. If the image is larger than the HTML browser window, it is repeated (tiled). Alternatively, specify a **Background color** by clicking the color picker icon ( ) or entering the color's hex value ("**#ffffff**", for instance).
3. If you want to change the default **Text color** or **Link color** (the color of text associated with a hyperlink) click the appropriate color picker, or enter a color's hex value in the appropriate field.
4. Click **OK** to save your changes and close the window. Alternatively, click **Cancel** to close the window without saving any changes.

Inserting Custom Fields

Custom fields allow you to include recipient-specific variables in your email campaigns, without manually configuring each email. This is similar to the mail merge feature available in some word processing, spreadsheet and database applications.

Custom fields use variables that refer to information configured and listed elsewhere. The information contained in most variables is different for each subscriber ("contact's email address", for instance).

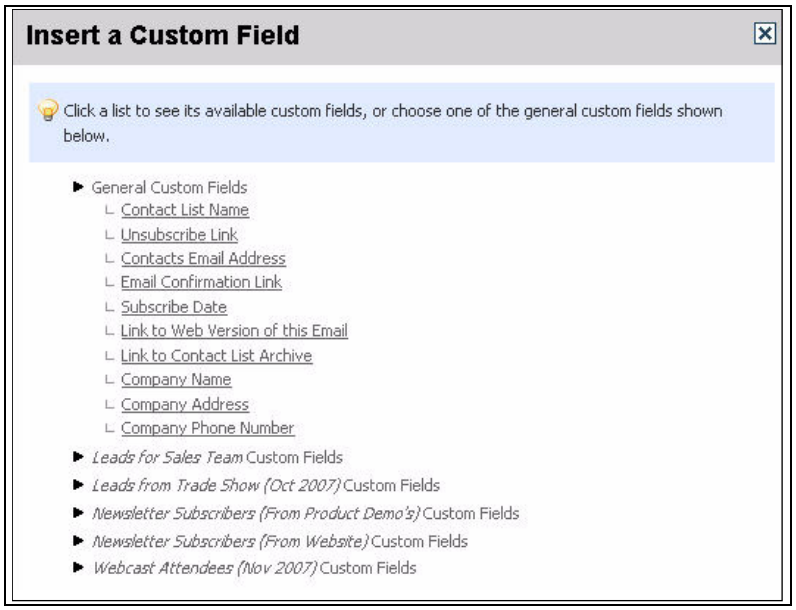
You can also define variables that are specific to each contact list.

Custom field variables are identified in the editor by the pair of percentage symbols to right and left of the variable name. For instance, if you define a "**city**" custom field, the variable appears in your document as "**%%city%%**".

Take the following steps to insert a custom field into your document:

1 In the HTML editor, place the insertion point where you want the custom field to display. Click **Insert a custom field** ( ).

Figure 129 Custom Fields


Insert a Custom Field
Click a list to see its available custom fields, or choose one of the general custom fields shown below.
General Custom Fields
Contact List Name
Unsubscribe Link
Contacts Email Address
Email Confirmation Link
Subscribe Date
Link to Web Version of this Email
Link to Contact List Archive
Company Name
Company Address
Company Phone Number
Leads for Sales Team Custom Fields
Leads from Trade Show (Oct 2007) Custom Fields
Newsletter Subscribers (From Product Demo's) Custom Fields
Newsletter Subscribers (From Website) Custom Fields
Webcast Attendees (Nov 2007) Custom Fields

The **General custom fields** that display are standard fields built into Pinpointe.

General custom fields relating to your company are specific to each contact list. For example, you can specify different contact phone numbers for different contact lists. Define these fields in the **Contact lists** > **Create a contact list** screen, or the **Contact lists** > **View contact lists** > **Edit** screen, for each contact list.

The other custom fields that display are those you created yourself, and are arranged by the contact list with which they are associated. Click a contact list name to see the fields with which it is associated. If a custom field is associated with more than one contact list, it appears in both lists.

The following table describes the built-in **General custom fields**:

Table 36 General Custom Fields

Contact list name	`%%listname%%`	The name of the contact list to which the contact belongs.
Unsubscribe link	`%%unsubscribelink%%`	A hyperlink recipients can click to remove themselves from the contact list.
Contact's email address	`%%emailaddress%%`	The email address to which the email is sent.

Email confirmation link	%%confirmlink%%	A hyperlink recipients can click to confirm that they want to receive your emails.
Subscribe date	%%subscribedate%%	The date on which the contact was added to the contact list.
Link to web version of this email	%%webversion%%	A hyperlink recipients can click to see the HTML version of the email, stored on Pinpointe server.
Link to contact list archive	%%mailinglistarchive%%	A hyperlink recipients can click to see the HTML versions of all emails sent to the contact list to which they belong, stored on Pinpointe server.
Company name	%%companyname%%	Your company's name.
Company address	%%companyaddress%%	Your company's address.
Company phone number	%%companyphone%%	Your company's telephone number.

Using the Editing Window

Use the editing window in the HTML editor to:

- Add and delete text blocks.
- Compose and edit text.
- Manipulate images.
- Manipulate text and image containers.
- Compose and edit HTML.
- Preview your email.

Adding and Deleting Text Blocks

When you are using a document containing text blocks, you can easily add and delete blocks using the and icons that display.

Note: This option is not available in all documents.

Figure 130 Text Block Icons

Content Block Heading
This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right hand corner.
This is a block of text for your email campaign. Enter in your content here. To create another text block, click on the Green [+] icon at the top right hand corner.
This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right hand corner. This is a block of text for your email campaign. Enter in your content here. To create another text block, click on the Green [+] icon at the top right hand corner.

- Click the **add block** icon ( ) to insert a duplicate of the selected block directly after the selected block.
- Click the **delete block** icon ( ) to remove the selected block from the document.

Note: When there is only one block remaining in an HTML section (a table cell), the **delete block** icon does not display.

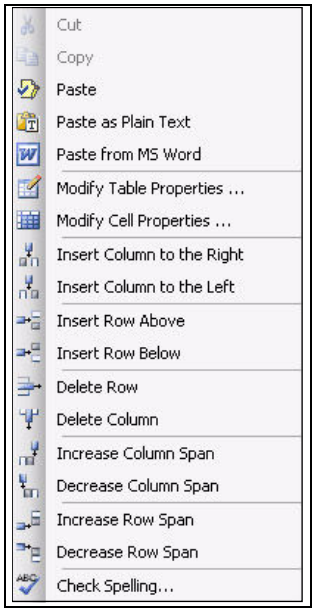
Composing and Editing Text

You can use the HTML editor's **Edit** tab to compose and edit text directly, in the same way as you would with a standard word processor or standalone web authoring tool.

Place the insertion point where you want to create, edit or paste text. Use the text-related tools in the **Design tools** section of the editor to control the text formatting.

You can also right-click over text to display shortcuts to text-related design tools (see Using Design Tools).

Figure 131 Right-Click (Text)

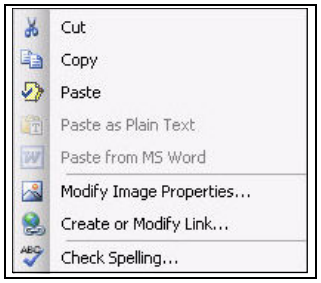


Manipulating Images

The HTML editor's **Edit** tab allows you to drag-and-drop images, and change their size and aspect ratio.

You can also right-click over an image to display shortcuts to image-related design tools (see Using Design Tools).

Figure 132 Right-Click (Image)



Dragging-and-dropping an Image

To drag-and-drop an image, select the image and, holding the left mouse button down, drag it to the desired location (the new location must be within an HTML section capable of containing images). The cursor indicates the exact position to which the image will move. Release the left mouse button.

Note: The way in which an image displays is controlled by its image properties. To change the properties, select the image and click the **Insert or modify image**

button ( ). See Inserting and Editing Images for information on modifying image properties.

Resizing an Image

To resize an image, select it and use the handles that display to drag it to its new size or shape.

Use the handles at the corners of the image's borders (circled in **orange**) to resize the image, preserving its aspect ratio. Use the handles at the center of the image's borders (circled in **red**) to reshape the image, changing its aspect ratio.

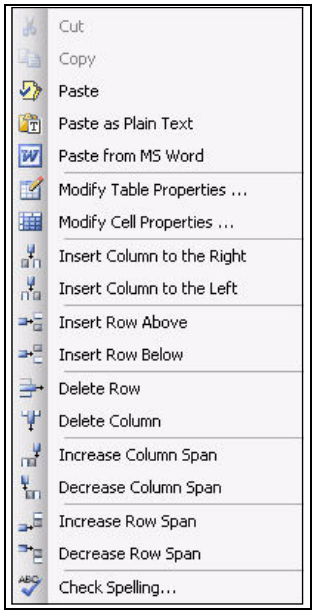
Figure 133 Resizing Images

Manipulating Text and Image Containers

Pinpointe's HTML document layouts are based on HTML tables. Text and images are placed inside the table cells. Use the HTML editor's **Edit** tab to resize tables, add and delete rows and columns.

You can also right-click over a table to display shortcuts to table-related design tools (see Using Design Tools).

Figure 134 Right-Click (Table)

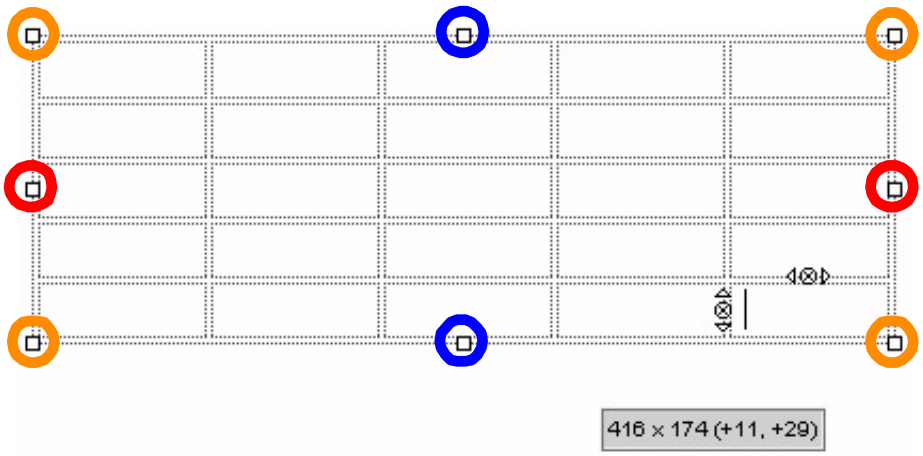


Resizing Tables

To resize a table, click anywhere in the table. Use the handles that display to drag it to its new size or shape.

- Use the handles at the corners of the table's borders (circled in **orange**) to alter the table's width and height simultaneously.
- Use the handles at the center of the image's vertical borders (circled in **red**) to alter the table's width.
- Use the handles at the center of the image's horizontal borders (circled in **blue**) to alter the table's height.

Figure 135 Table Icons



While you are resizing a table, a field displays showing the table's current size (in pixels), and the number of pixels it has changed in each dimension, in the following format:

```
[current width] x [current height] ([horizontal change],
[vertical change])
```

Note: When you resize a table, its aspect ratio is not preserved.

Adding and Deleting Table Rows and Columns

To add and delete rows and columns, select a table cell. Icons display at the cell border.

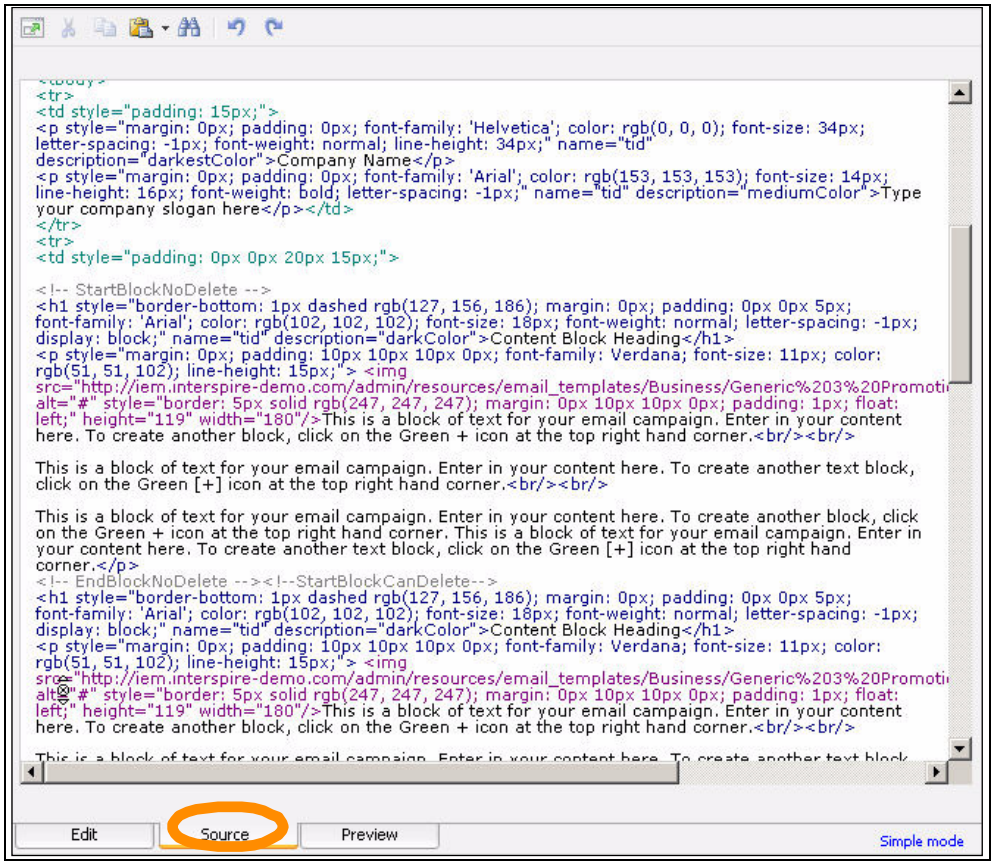
Figure 136 Cell Icons

- Click the **left** arrow ( ) to add a column to the right of the selected cell.
- Click the **right** arrow ( ) to add a column to the right of the selected cell.
- Click the **up** arrow ( ) to add a row above the selected cell.
- Click the **down** arrow ( ) to add a row below the selected cell.
- Click the **delete column** ( ) icon to delete the entire column in which the cell is located.
- Click the **delete row** ( ) icon to delete the entire row in which the cell is located.

Composing and Editing HTML

To edit your document's HTML code manually, click the **Source** tab under the editing window.

Figure 137 Editing HTML


<tr>
<td style="padding: 15px;">
Company Name
Type your company slogan here </td>
</tr>
<tr>
<td style="padding: 0px 0px 20px 15px;">
<!-- StartBlockNoDelete -->
<h1 style="border-bottom: 1px dashed rgb(127, 156, 186); margin: 0px; padding: 0px 0px 5px; font-family: 'Arial'; color: rgb(102, 102, 102); font-size: 18px; font-weight: normal; letter-spacing: -1px; display: block;" name="tid" description="darkColor">Content Block Heading</h1>
 <img
src="http://iem.interspire-demo.com/admin/resources/email_templates/Business/Generic%203%20Promoti
alt="#" style="border: 5px solid rgb(247, 247, 247); margin: 0px 10px 10px 0px; padding: 1px; float: left;" height="119" width="180"/>This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right hand corner.

This is a block of text for your email campaign. Enter in your content here. To create another text block, click on the Green [+] icon at the top right hand corner.

This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right hand corner. This is a block of text for your email campaign. Enter in your content here. To create another text block, click on the Green [+] icon at the top right hand corner.
<!-- EndBlockNoDelete --><!--StartBlockCanDelete-->
<h1 style="border-bottom: 1px dashed rgb(127, 156, 186); margin: 0px; padding: 0px 0px 5px; font-family: 'Arial'; color: rgb(102, 102, 102); font-size: 18px; font-weight: normal; letter-spacing: -1px; display: block;" name="tid" description="darkColor">Content Block Heading</h1>
 <img
src="http://iem.interspire-demo.com/admin/resources/email_templates/Business/Generic%203%20Promoti
alt="#" style="border: 5px solid rgb(247, 247, 247); margin: 0px 10px 10px 0px; padding: 1px; float: left;" height="119" width="180"/>This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right hand corner.

Edit
Source
Preview
Simple mode

The buttons at the top of the screen are described in Using Design Tools.

Previewing Your Email

To see how your email will display in the recipient's email client, click the **Preview** tab under the editing window.

Figure 138 Previewing an Email

Preview Mode
Company Name
Type your company slogan here
Content Block Heading
This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right hand corner.
This is a block of text for your email campaign. Enter in your content here. To create another text block, click on the Green [+] icon at the top right hand corner.
This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right hand corner. This is a block of text for your email campaign. Enter in your content here. To create another text block, click on the Green [+] icon at the top right hand corner.
Content Block Heading
This is a block of text for your email campaign. Enter in your content
Edit
Source
Preview
Simple mode

Note: To ensure that your email displays correctly in all popular HTML email clients, it is strongly advised that you use the **Email validation** feature as well as the **Preview** screen. See Validating an Email.

Using Tags and Tabs

The **Tags and Tabs** section displays at the bottom of the HTML editor screen.

Custom Fields

The **Tags and Tabs** section offers two shortcut buttons that allow you to quickly add custom fields to your document. Custom fields let you enter variable information into your emails that differs for each contact (or contact list).

Figure 139 Custom Field Buttons

- Click **Insert a custom field** to open the **Custom fields** window. See Inserting Custom Fields. The custom field you select is added to your document at the insertion point.
- Click **Insert unsubscribe link** to place the **%%unsubscribelink%%** variable at the insertion point. This creates a link the recipient can click to be removed from the contact list.

Simple and Complete Modes

The HTML editor has two modes; simple and complete. In complete mode, you can use more design tools to control text, forms and page properties. See Using Design Tools.

To switch between simple and complete mode, click the link at the bottom of the HTML editor screen.

Figure 140 Simple and Complete Mode Link

- Click **Simple mode** to go to simple mode. The following design tools are available.

Figure 141 Simple Design Tools

- Click **Complete mode** to go to complete mode. The following design tools are available.

Figure 142 Complete Design Tools

Using HTML Tags

When you click a section of your email document in the WYSIWYG editor (click the **Edit** tab) a variety of HTML tags display beneath the edit window.

Figure 143 HTML Tags

The tags that display are those that affect the element you select.

For example, if you select a piece of text in a table cell that is part of a table in the body of the HTML, the tags that display are those that define the cell, the table row, the table column, the table itself, and the body.

Note: Tags that display with a stylesheet class name (for example, "**span.myClass**") have a style applied to them.

Use the HTML tags to precisely select HTML elements for editing. This is particularly useful when tags are nested and selection with the mouse is difficult or impossible.

When you select a tag, all the elements the tag affects are highlighted in the editing window. **Remove tag** and **Edit tag** links appear in the right of the screen.

Figure 144 Remove and Edit HTML Tags

Removing a Tag

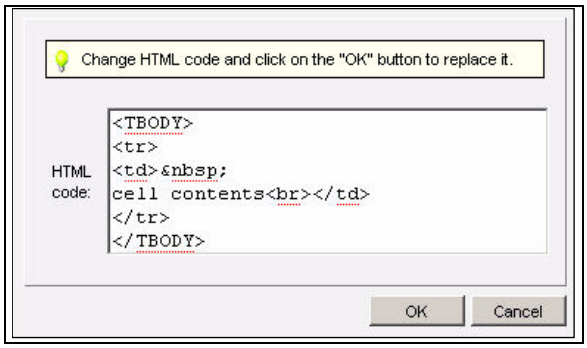
Click **Remove tag** to delete the tag. The corresponding closing tag is also deleted; for instance, if you select "****" (bold text) and then click **Remove tag**, the corresponding "****" tag is also deleted.

Note: When you delete a tag, all other tags between the opening and closing tag are also deleted. However, text is not deleted.

Editing a Tag

Click **Edit tag** to change the tag's properties. A window appears, displaying the opening and closing tags, and all code in between.

Figure 145 Editing a Tag



Edit the code, and click **OK** to save your changes and close the window. Alternatively, click **Cancel** to close the window without saving your changes.

Using Tabs

The tabs at the bottom of the HTML editor allow you to switch quickly between the WYSIWSG editor, the HTML code editor, and the email preview window.

Figure 146 HTML Editor Tabs

- Click **Edit** to go to the WYSIWYG editor (see Using the Editing Window).
- Click **Source** to go to the HTML code editor (see Composing and Editing HTML).
- Click **Preview** to go to the email preview window (see Previewing Your Email).

Using the Text Editor

The text editor controls the text element of your document. This element is sent to the recipient in plain text.

- If your recipient's email client cannot display HTML emails, the text element is all the recipients see.
- If you selected **Text** in the screen where you define your document, the text element is all the recipients see, even if their email clients are capable of displaying HTML emails.
- If you selected **HTML** in the screen where you define your document, the text editor does not display. Select **HTML and text** or **Text** instead.

There are two basic ways of using plain text emails.

1. You can use a plain text email to send the full text of your email. You can do this whether or not you also send an HTML element. If you also send an HTML element, the main text should be the same in both elements since a recipient will see only one element, and not the other.
2. When you want to send multipart emails (those with both HTML and plain text elements) you can also use the plain text element to inform recipients whose email clients cannot display HTML emails of this fact, and to redirect them to the web-based version of the HTML email.

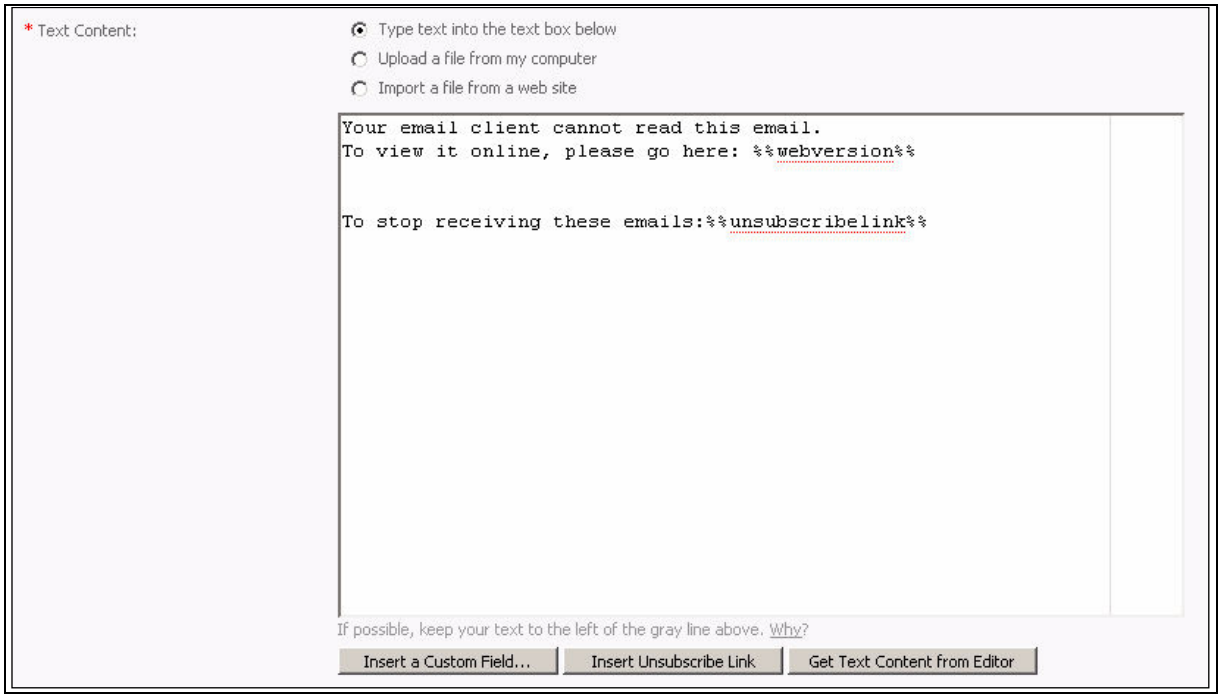
Note: Most built-in templates are multipart.

Creating a Plain Text Email

Take the following steps to build a plain text document:

1. In the editor, scroll down to the **Text content** section.

Figure 147 Create a Custom Document: Text Content


* Text Content:
Type text into the text box below
Upload a file from my computer
Import a file from a web site
Your email client cannot read this email.
To view it online, please go here: %%webversion%%
To stop receiving these emails:%%unsubscribelink%%
If possible, keep your text to the left of the gray line above. Why?
Insert a Custom Field...
Insert Unsubscribe Link
Get Text Content from Editor

2 Specify how you want to build the text document.

- If you want to use the built-in text editor, select **Type text into the text box below**.
- If you want to use a text file on your computer, select **Upload a file from my computer**. Click the **Browse** button that displays. A file upload window displays; locate and select the file you want to use and click **OK**. Click **Upload**. The text editor screen updates to show the new file.
- If you want to use a file from a page on the Internet, select **Import a file from a web site** and enter the full URL (for example, "http://www.examplesite.com/examplepage.html") in the field that displays. Click **Import**. The text editor screen updates to show the new file.

3 Edit the text manually:

- If you selected **Type text into the text box below**, enter the text you want to send. Alternatively, click **Get text content from editor** (at the bottom of the screen) to paste the text from the HTML editor into the plain text editor.
- If you selected **Upload a file from my computer** or **Import a file from a web site**, you may need to edit the text for formatting so it displays correctly.

Note: Use the vertical grey line in the text editor as a guideline for your email's maximum line width. The line represents a line width of sixty-five characters; longer lines may be wrapped onto the next line by some email clients, making them awkward to read. However, if you are not concerned about this then you can use lines longer than sixty-five characters.

4. Insert custom fields to add variable information to the text, such as your recipient's email address. You can also add links to allow recipients view the online HTML version of the email, and remove themselves from the email list.
   - Click **Insert a custom field** to open the **Custom fields** window. See Inserting Custom Fields. The custom field you select is added to your document at the insertion point.
   - Click **Insert unsubscribe link** to place the **%%unsubscribelink%%** variable at the insertion point. This creates a link the recipient can click to be removed from the contact list.

Validating an Email

Like web browsers, popular email clients display HTML in different ways. However, email clients are even less consistent than web browsers. For example, some email clients fail to support basic HTML techniques such as forms and CSS (Cascading Style Sheets). For this reason, it is highly important to check that your HTML email will display acceptably in all common email clients.

Do this using Pinpointe's **Email validation** feature. This feature tests your email by mimicking common email clients display inconsistencies and displaying the results on a single screen.

Note: Pinpointe's built-in templates are already optimized to display optimally in all common email clients.

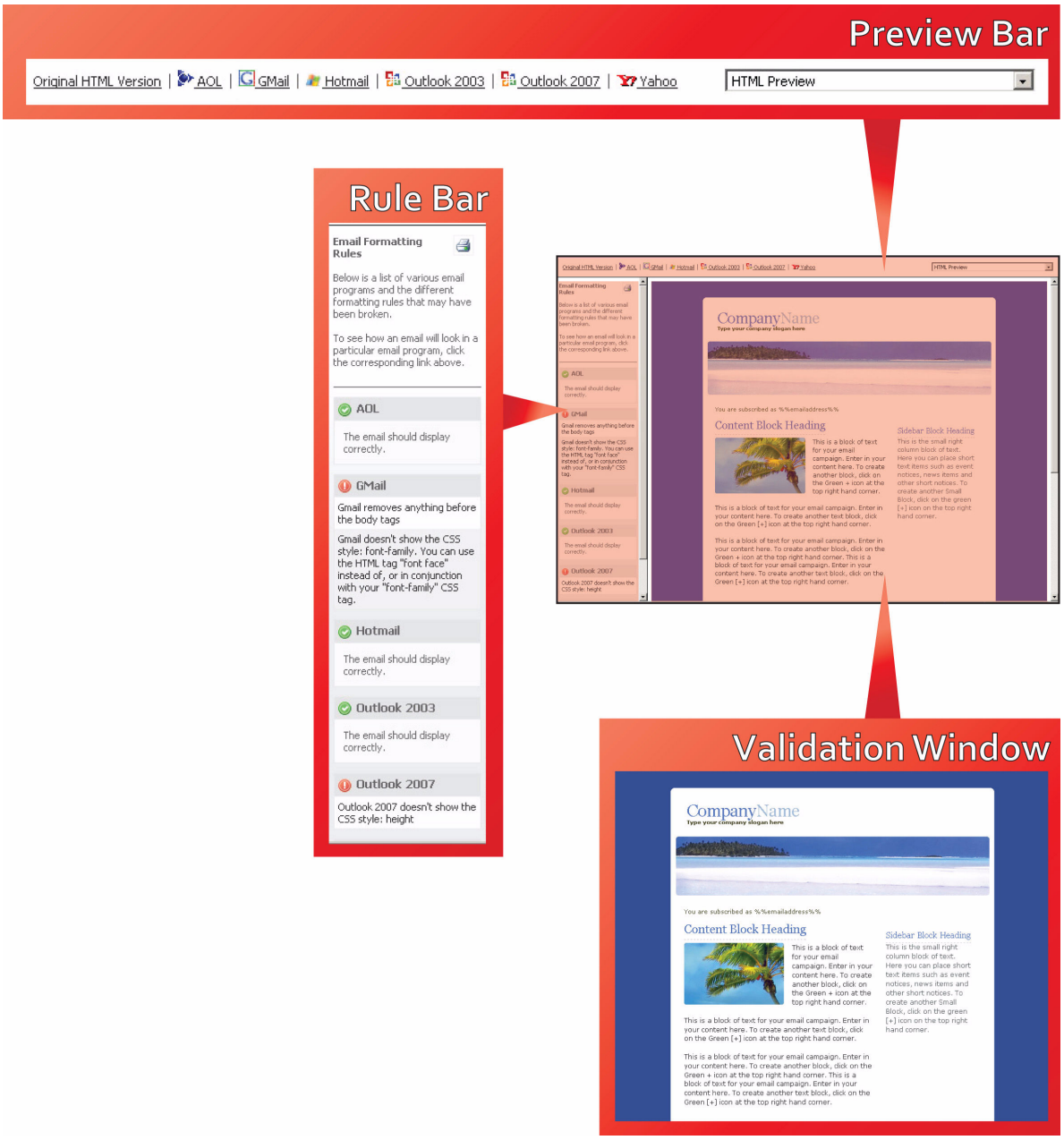
Note: This feature is not available in all instances of the HTML editor (those that allow you to design web pages, for instance).

Take the following steps to validate your HTML document:

1. In the screen where you define your document, scroll down to the **Email validation** section.
2. Click **View your email in different email programs**.

   The **Email Validation** screen is divided into three parts.

Figure 148 Email Validation


Preview Bar
Original HTML Version | AOL | GMail | Hotmail | Outlook 2003 | Outlook 2007 | Yahoo
HTML Preview
Rule Bar
Email Formatting Rules
Below is a list of various email programs and the different formatting rules that may have been broken.
To see how an email will look in a particular email program, click the corresponding link above.
AOL
The email should display correctly.
GMail
Gmail removes anything before the body tags
Gmail doesn't show the CSS style: font-family. You can use the HTML tag "font face" instead of, or in conjunction with your "font-family" CSS tag.
Hotmail
The email should display correctly.
Outlook 2003
The email should display correctly.
Outlook 2007
Outlook 2007 doesn't show the CSS style: height
CompanyName
Content Block Heading
Sidebar Block Heading
Validation Window

- Use the **Preview bar** to select the email client you want Pinpointe to emulate in the validation window. By default, the **Original HTML version** displays.

  In the drop-down list box, select **HTML preview** to see how the HTML email will look in the specified client, or select **Text preview** to see how the text version of the email will look.
- Use the **Rule bar** to see whether if your email breaks any of the rules used by each popular email client. If your email is completely compliant with a client's rules, a icon displays. If it is not completely compliant, a icon displays.

Note: Just because a icon displays does not necessarily mean that your email will display poorly; there are many ways in which an email may break a client's rules without significant problems. Read the error message that displays beneath the icon and check the email by clicking on the client program's name in the preview bar.

- Use the **Validation window** to check how your email displays in the client you choose in the preview bar.

Using Statistics

This chapter discusses how to use the **Stats** menu in the navigation bar.

Figure 149 The Stats Menu

Statistics Overview

Use the statistics screens to view general and detailed information about Pinpointe's various subjects, such as email campaigns, autoresponders, contact lists and user accounts. Each screen provides you with a variety of statistical information.

- See Viewing Email Campaign Statistics for information on viewing statistics about the email campaigns you have sent out to your contacts.
- See Viewing Autoresponder Statistics for information on viewing statistics about the autoresponder you send out to contacts at predefined intervals.
- See Viewing Contact List Statistics for information on viewing statistics about the behavior of the contacts in your contact lists.
- See Viewing User Account Statistics for information on viewing statistics about the users of Pinpointe (including yourself).
- See Managing Statistics for information on performing a variety of tasks in the Stats screens, such as exporting statistics, printing statistics, and using the detailed statistics screens.

Viewing Email Campaign Statistics

To view statistics about email campaigns, click **Statistics** in the navigation bar, then click **Email campaign statistics**.

Note: This screen displays information about only the campaigns you have already sent out.

This screen shows an overview of your email campaigns, and some basic statistics about each. You can:

- **View** a campaign's detailed statistics. These include statistics about the number of opened emails, links, bounced emails, unsubscribed contacts, and forwarded emails.
- **Export** a campaign's statistics to a CSV (Comma-Separated Value) file.
- **Print** a campaign's statistics.
- **Delete** a campaign's statistics from Pinpointe. The statistics cannot be retrieved.

Figure 150 Viewing Email Campaign Statistics

Table 37 Viewing Email Campaign Statistics

Choose an action	Select one or more email campaigns, select an option from the list and click **Go** to perform the selected action.
	Select a box belonging to an email campaign before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all campaigns.
Email campaign name	This displays the name of the email campaign.
List name	This displays the name of the list with which this email campaign is associated.
Date started	This displays the date and time at which the campaign started sending.
Date finished	This displays the date and time at which the campaign completed sending.
Recipients	This displays the number of contacts to whom the email campaign was sent.
Unsubscribes	This displays the number of contacts who subsequently unsubscribed from the contact list using the link in the email.

Bounces	This displays the number of emails sent in this campaign which could not be delivered.
Action	• Click **View** to see detailed statistics about the campaign. See Viewing Detailed Email Campaign Statistics. • Click **Export** to save a campaign's statistics as a CSV (Comma-Separated Value) file. See Exporting Statistics. • Click **Print** to select the campaign's statistics you want to print, view a preview of the printed document, and send the print job to your printer. See Printing Statistics. • Click **Delete** to remove a campaign's statistics from Pinpointe. The statistics cannot be retrieved.

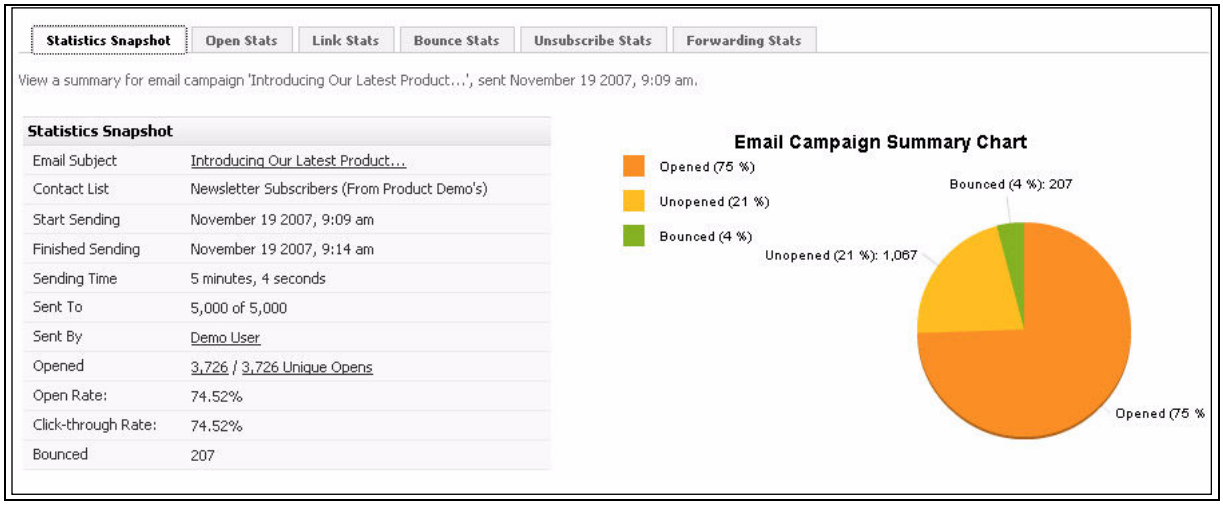
Viewing Detailed Email Campaign Statistics

To view detailed statistics about an email campaign, click **Stats** in the navigation bar, then click **Email campaign statistics**. Click a campaign's **View** link.

Note: See Using the Detailed Statistics Screens for further information on these screens.

The **Detailed email campaign statistics** screen displays at the **Statistics snapshot** tab.

Figure 151 Detailed Email Campaign Statistics



The following table describes the tabs in this screen.

Table 38 Detailed Email Campaign Statistics

Statistics snapshot	Use this tab to see general information about the email campaign, as well as the number of opened, unopened and bounced emails. You can also see the percentage of emails that were opened, and the click-through percentage.

Open stats	Use this tab to see information about the number and percentage of emails in this campaign that were opened by their recipients. You can also see the date on which an email was opened by an individual recipient, and whether it was opened as HTML or plain text.
Link stats	Use this tab to see information about the number and percentage of links in this email campaign that were clicked by their recipients, as well as the average number of clicks per email, and the most popular link in this campaign. You can also see which individual recipients clicked on a link, and at what date and time.
Bounce stats	Use this tab to see information about the number and percentage of undeliverable emails in this campaign, as well as the number of hard bounces and soft bounces. You can also see the type of bounce (hard or soft) for each bounced email, the exact reason that the email was not delivered, and the date and time at which the bounce occurred. Note: Hard bounces are emails that were not delivered because of a permanent reason (for instance, the email account does not exist), whereas soft bounces are emails that were not delivered for a temporary reason (for instance, the recipient's inbox was full).
Unsubscribe stats	Use this tab to see information about the number of contacts who have unsubscribed using a link in this email campaign. You can also see the email address of each contact, the date and time at which the contact unsubscribed, and the month with the greatest number of contacts unsubscribing.
Forwarding stats	Use this tab to see information about the number of contacts who have forwarded this email campaign to their friends.

Viewing Autoresponder Statistics

To view statistics about autoresponders, click **Statistics** in the navigation bar, then click **Autoresponder statistics**.

This screen shows an overview of your autoresponders, and some basic statistics about each. You can:

- **View** an autoresponder's detailed statistics. These include statistics about the number of autoresponders sent out and opened, links, bounced autoresponders, unsubscribed contacts, and forwarded autoresponders.
- **Print** an autoresponder's statistics.
- **Delete** an autoresponder's statistics from Pinpointe. The statistics cannot be retrieved.

Figure 152 Viewing Autoresponder Statistics

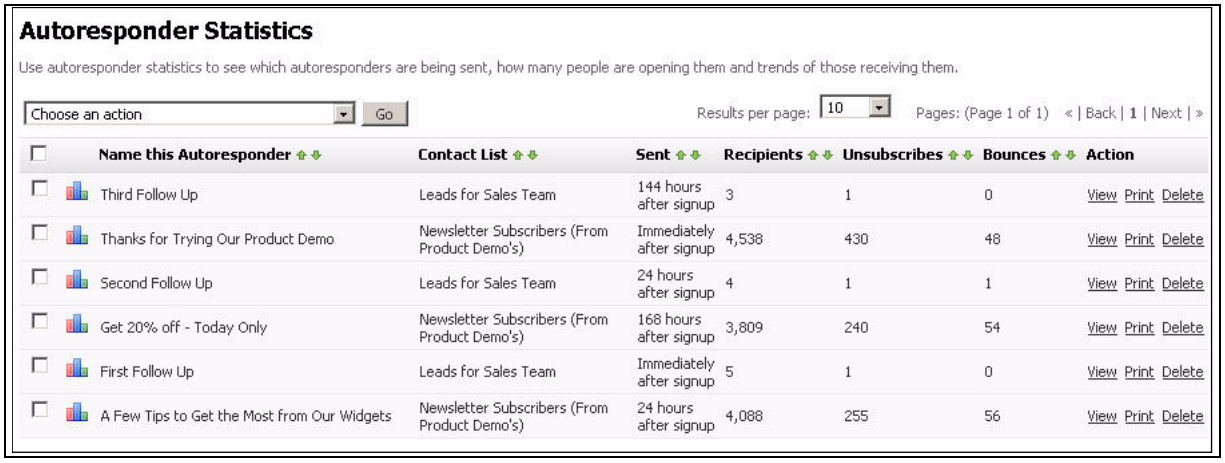


Table 39 Viewing Autoresponder Statistics

Choose an action	Select one or more autoresponders, select an option from the list and click **Go** to perform the selected action.
	Select a box belonging to an autoresponder before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all autoresponders.
Name this autoresponder	This displays the name of the autoresponder.
Contact list	This displays the name of the list with which this autoresponder is associated.
Sent	This displays the time after signup that this autoresponder is sent.
Recipients	This displays the number of contacts to whom the autoresponder has been sent.
Unsubscribes	This displays the number of contacts who subsequently unsubscribed from the contact list using the link in the autoresponder.
Bounces	This displays the number of autoresponders of this type that could not be delivered.
Action	• Click **View** to see detailed statistics about the autoresponder. See Viewing Detailed Autoresponder Statistics. • Click **Print** to select the autoresponder's statistics you want to print, view a preview of the printed document, and send the print job to your printer. See Printing Statistics. • Click **Delete** to remove an autoresponder's statistics from Pinpointe. The statistics cannot be retrieved.

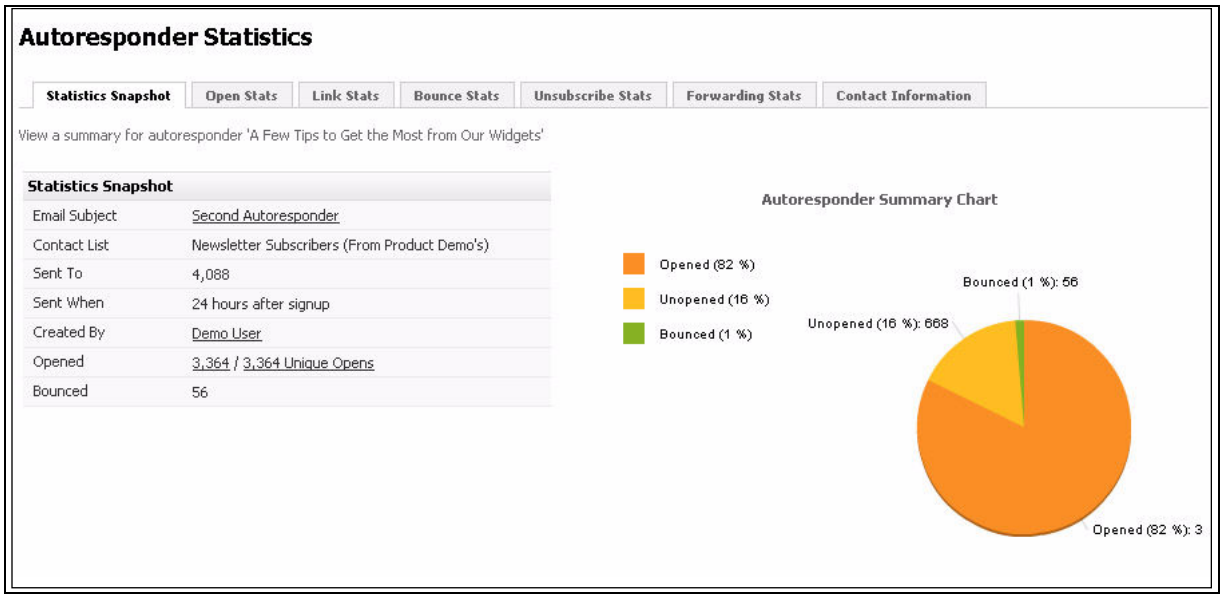
Viewing Detailed Autoresponder Statistics

To view detailed statistics about an autoresponder, click **Stats** in the navigation bar, then click **Autoresponder statistics**. Click an autoresponder's **View** link.

Note: See Using the Detailed Statistics Screens for further information on these screens.

The **Detailed autoresponder statistics** screen displays at the **Statistics snapshot** tab.

Figure 153 Detailed Autoresponder Statistics



The following table describes the tabs in this screen.

Table 40 Detailed Autoresponder Statistics

Statistics snapshot	Use this tab to see general information about the autoresponder, as well as the number of opened, unopened and bounced autoresponders. You can also see the percentage of autoresponders that were opened.
Open stats	Use this tab to see information about the number and percentage of autoresponders that were opened by their recipients. You can also see the date on which an autoresponder was opened by an individual recipient, and whether it was opened as HTML or plain text.
Link stats	Use this tab to see information about the number and percentage of links in this autoresponder that were clicked by their recipients, as well as the average number of clicks per autoresponder, and the most popular link in this autoresponder. You can also see which individual recipients clicked on a link, and at what date and time.

Bounce stats	Use this tab to see information about the number and percentage of undeliverable autoresponders, as well as the number of hard bounces and soft bounces. You can also see the type of bounce (hard or soft) for each bounced autoresponder, the exact reason that the autoresponder was not delivered, and the date and time at which the bounce occurred. Note: Hard bounces are autoresponders that were not delivered because of a permanent reason (for instance, the email account does not exist), whereas soft bounces are autoresponders that were not delivered for a temporary reason (for instance, the recipient's inbox was full).
Unsubscribe stats	Use this tab to see information about the number of contacts who have unsubscribed using a link in this autoresponder. You can also see the email address of each contact, the date and time at which the contact unsubscribed, and the month with the greatest number of contacts unsubscribing.
Forwarding stats	Use this tab to see information about the number of contacts who have forwarded this autoresponder to their friends.
Contact information	Use this tab to see information about the contacts to whom this autoresponder has been sent.

Viewing Contact List Statistics

To view statistics about contact lists, click **Statistics** in the navigation bar, then click **Contact list statistics**.

This screen shows an overview of your contact lists, and some basic statistics about each. You can:

- **View** an contact list's detailed statistics. These include statistics about the domains to which your contacts in this list belong, the number of emails sent to this list that are opened, the number of links in emails to this list that are clicked, the number of emails to this list that have bounced, the number of contacts who have unsubscribed from the list, and the number of emails forwarded by this list's contacts.
- **Print** an contact list's statistics.

Figure 154 Viewing Contact List Statistics

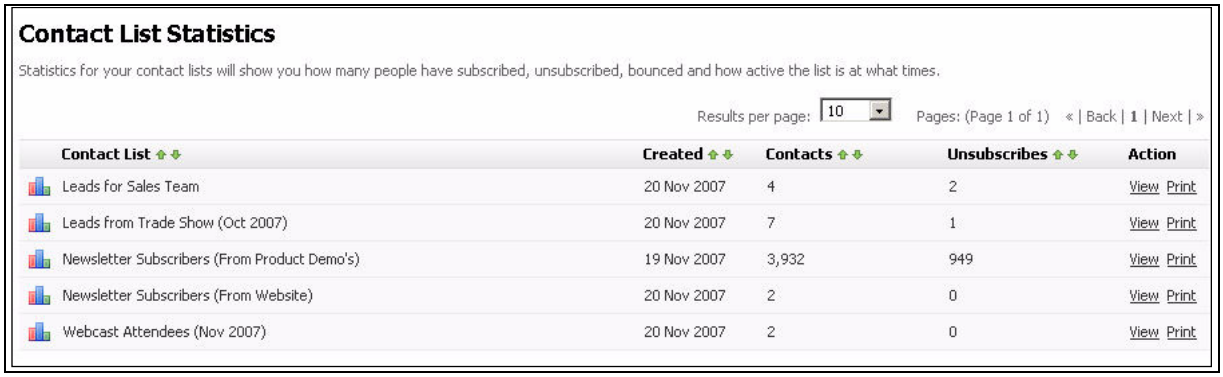

Contact List Statistics
Statistics for your contact lists will show you how many people have subscribed, unsubscribed, bounced and how active the list is at what times.
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Contact List
Created
Contacts
Unsubscribes
Action
Leads for Sales Team 20 Nov 2007 4 2 View Print
Leads from Trade Show (Oct 2007) 20 Nov 2007 7 1 View Print
Newsletter Subscribers (From Product Demo's) 19 Nov 2007 3,932 949 View Print
Newsletter Subscribers (From Website) 20 Nov 2007 2 0 View Print
Webcast Attendees (Nov 2007) 20 Nov 2007 2 0 View Print

Table 41 Viewing Contact List Statistics

Contact list	This displays the name of the contact list.
Created	This displays the date on which this contact list was set up.
Contacts	This displays the number of contacts in this list.
Unsubscribes	This displays the number of contacts who have unsubscribed from this contact list.
Action	• Click **View** to see detailed statistics about the contact list. See Viewing Detailed Contact List Statistics. • Click **Print** to select the contact list's statistics you want to print, view a preview of the printed document, and send the print job to your printer. See Printing Statistics.

Viewing Detailed Contact List Statistics

To view detailed statistics about a contact list, click **Stats** in the navigation bar, then click **Contact list statistics**. Click a contact list's **View** link.

Note: See Using the Detailed Statistics Screens for further information on these screens.

The **Detailed contact list statistics** screen displays at the **Contacts snapshot** tab.

Figure 155 Detailed Contact List Statistics

The following table describes the tabs in this screen.

Table 42 Detailed Contact List Statistics

Contacts snapshot	Use this tab to see general information about the contacts belonging to this contact list. This includes a summary of the contacts in the list who are unconfirmed, confirmed, have unsubscribed, have had emails bounced, and have forwarded emails. The information is arranged by month.
Top 10 domain name confirmed contacts	Use this tab to see information about the domains to which your confirmed contacts' email addresses belong. This information is ranked according to the number of email addresses belonging to a domain. You can also see information about the number of contacts who are confirmed, unconfirmed, have unsubscribed, have had emails bounced, and have forwarded emails, ranked by domain.
Open stats	Use this tab to see information about the number and percentage of emails that were opened by members of this contact list. You can also see the date on which an email was opened by an individual recipient, and whether it was opened as HTML or plain text.

Link stats	Use this tab to see information about the number and percentage of links in emails that were clicked by their members of this contact list, as well as the average number of clicks per email, and the most popular link overall. You can also see which individual recipients clicked on a link, and at what date and time.
Bounce stats	Use this tab to see information about the number and percentage of undeliverable emails sent to this contact list, as well as the number of hard bounces and soft bounces. You can also see the type of bounce (hard or soft) for each bounced email, the exact reason that the email was not delivered, and the date and time at which the bounce occurred. Note: Hard bounces are emails that were not delivered because of a permanent reason (for instance, the email account does not exist), whereas soft bounces are emails that were not delivered for a temporary reason (for instance, the recipient's inbox was full).
Unsubscribe stats	Use this tab to see information about the number of contacts who have unsubscribed from this list. You can also see the email address of each contact, the date and time at which the contact unsubscribed, and the month with the greatest number of contacts unsubscribing.
Forwarding stats	Use this tab to see information about the number of contacts in this list who have forwarded emails to their friends.

Viewing User Account Statistics

To view statistics about Pinpointe's user accounts, click **Statistics** in the navigation bar, then click **User account statistics**.

Note: Configure user accounts in the **User account** screens; see Configuring User Accounts.

This screen shows an overview of your contact lists, and some basic statistics about each. You can **View** an user account's detailed statistics.

Figure 156 Viewing User Account Statistics

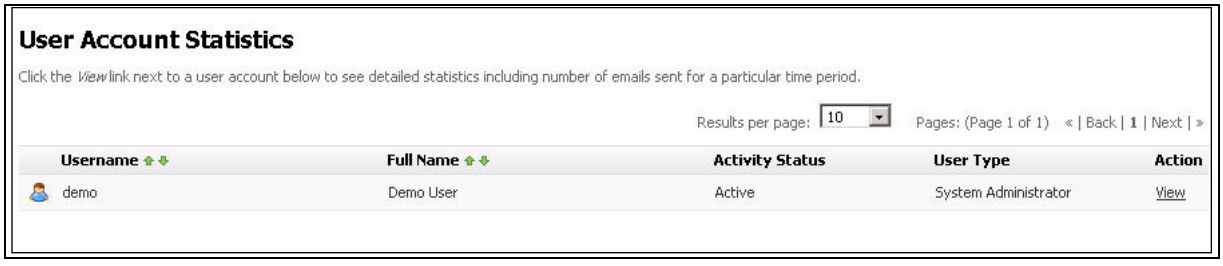

User Account Statistics
Click the View link next to a user account below to see detailed statistics including number of emails sent for a particular time period.
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Username
Full Name
Activity Status
User Type
Action
demo
Demo User
Active
System Administrator
View

Table 43 Viewing User Account Statistics

Username	This displays the user's username.
Full name	This displays the user's full name.
Activity status	This displays **Active** if the user may log into Pinpointe and send emails. This displays **Inactive** if the user exists in the system, but may not log in or send emails.
User type	This displays the user's privilege level. See Configuring User Permissions for more information.
Action	Click **View** to see detailed statistics about the user. See Viewing Detailed User Account Statistics.

Viewing Detailed User Account Statistics

To view detailed statistics about a user account, click **Stats** in the navigation bar, then click **Contact list statistics**. Click a contact list's **View** link.

Note: See Using the Detailed Statistics Screens for further information on these screens.

The **Detailed contact list statistics** screen displays at the **Contacts snapshot** tab.

Figure 157 Detailed User Account Statistics

User Account Statistics
User Account Statistics
Emails Sent
View a summary for user 'Demo User'
Statistics Snapshot
User Created November 19 2007, 8:57 am
User Last Logged In October 7 2008, 10:26 pm
Last Email Campaign Sent November 21 2007, 3:14 am
Contact Lists 7
Autoresponders Created 6
Email Campaigns Sent 2
Emails Sent 5,008
Total Opens 3,732
Total Unique Opens 3,732
Total Bounces: 208
User Summary Chart
Opened (75 %)
Unopened (21 %)
Bounced (4 %)
Bounced (4 %): 208
Unopened (21 %): 1,068
Opened (75 %

The following table describes the tabs in this screen.

Table 44 Detailed User Account Statistics

User account statistics (snapshot)	Use this tab to see statistics about the user's creation date and last login date, the number of email campaigns, autoresponders and contact lists the user has created, and the number of opened and bounced emails the user has sent out.

Emails sent	Use this tab to view the number of emails the user has sent in a given period.

Managing Statistics

This section describes how to export statistical information to a CSV (Comma-Separated Values) file, print statistics, and use the **Detailed statistics** screens.

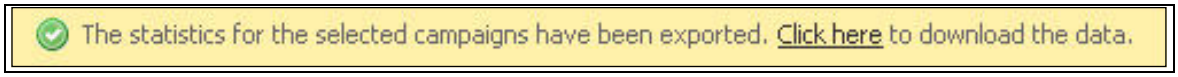
Exporting Statistics

Take the following steps to export statistics to a CSV file:

1. Click **Stats** in the navigation bar, then click the option you want to export. In the screen that displays, click an entry's **Export** link. Alternatively, select multiple entry's checkboxes and select **Export** from the **Choose an action menu**.
2. The page reloads. An information bar displays.

Note: This example shows the information bar for **Email campaign statistics**.

Figure 158 Exporting Statistics



3. If you want to see the CSV file in your browser, click the **Click here** link.
   If you want to save the file to your computer, right-click on the link and select **Save link as...**. A dialog box displays. Use the dialog box to save the exported CSV file.

Printing Statistics

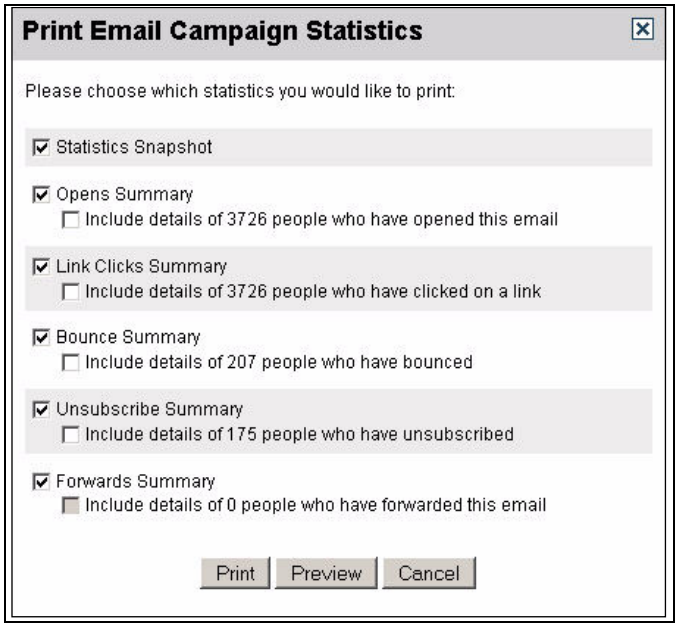
Take the following steps to print out statistics:

Note: If you have a PDF generation application (such as Adobe Acrobat) you can also create a PDF file.

1. Click **Stats** in the navigation bar, then click the option you want to print. In the screen that displays, click an entry's **Print** link. Alternatively, select multiple entry's checkboxes and select **Print** from the **Choose an action menu**. The **Print Statistics** screen displays.

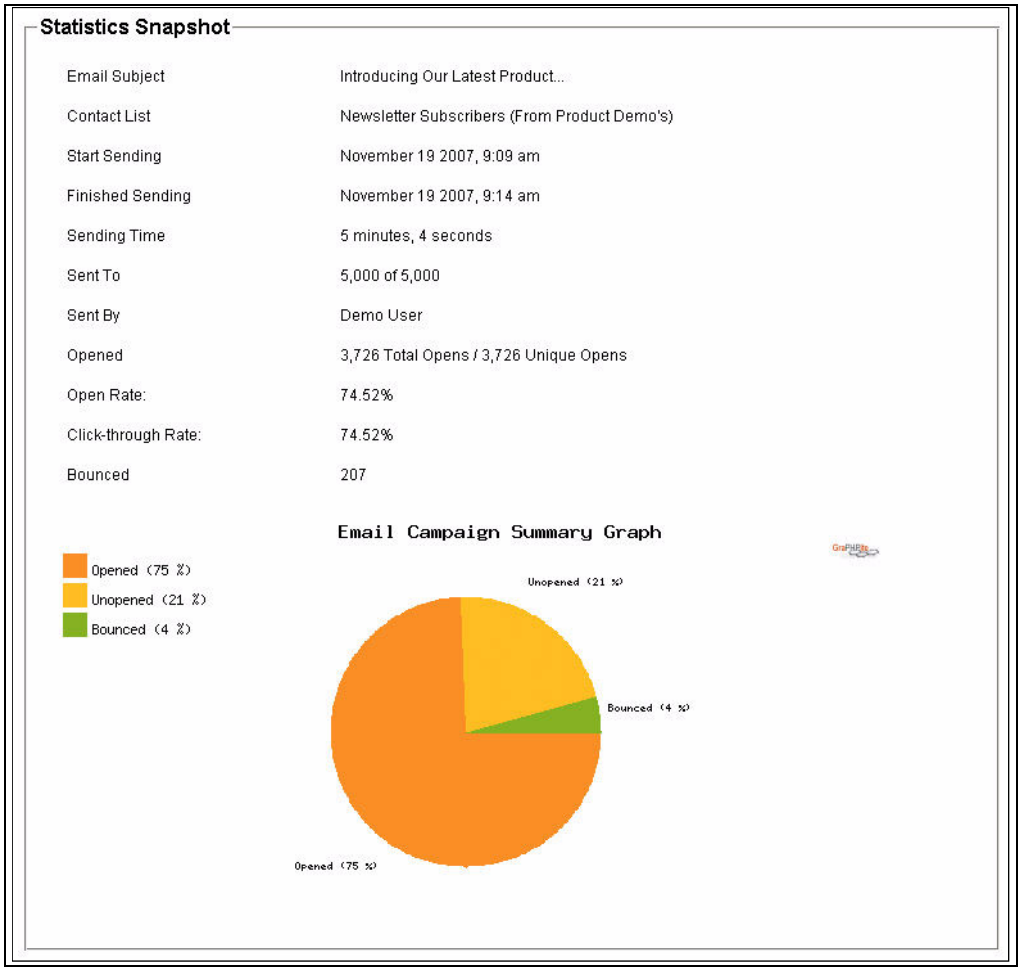
Note: This example uses the screens for **Email campaign statistics**. The screens for other types of statistics are similar.

Figure 159 Printing Statistics


Print Email Campaign Statistics
Please choose which statistics you would like to print:
Statistics Snapshot
Opens Summary
Include details of 3726 people who have opened this email
Link Clicks Summary
Include details of 3726 people who have clicked on a link
Bounce Summary
Include details of 207 people who have bounced
Unsubscribe Summary
Include details of 175 people who have unsubscribed
Forwards Summary
Include details of 0 people who have forwarded this email
Print
Preview
Cancel

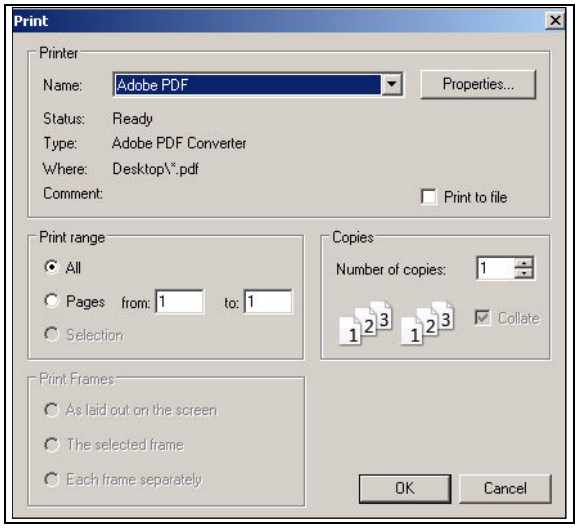
2. Select the types of statistics you want to include in the printed output.
3. Click **Preview** to see how the printed output will look. The preview opens in a new browser window.

Figure 160 Printing Statistics: Preview



4 Close the preview window. In the **Print Statistics** screen, click **Print**. A print dialog box opens.

Figure 161 Printing Statistics: Print Dialog



Select the printer you want to use. Click **Properties** to configure the print job further.

Note: If you want to make a PDF file and have a PDF generation application (such as Adobe Distiller), select the application from the **Name** menu.

5 Click **OK** to send the print job to the printer.

Using the Detailed Statistics Screens

When you click a **View** link in one of the statistics screens, a **Detailed statistics screen** displays. This screen contains multiple tabs, each of which displays a different subset of information about the subject (see the section on each screen for information on each tab).

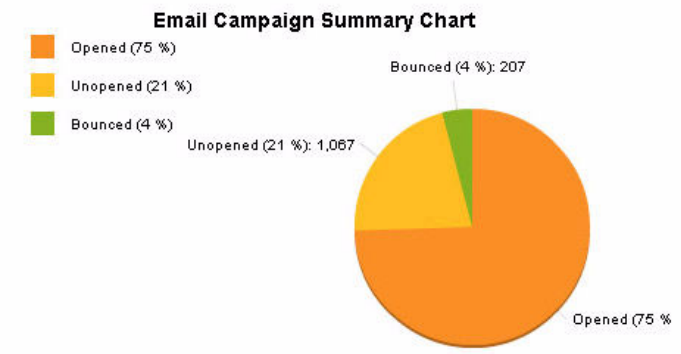
Each detailed statistics screen shares many features:

- Use the list at the left of each screen to see detailed statistical information about the relevant subject.

Figure 162 Detailed Statistics: Detailed List

- Each **Detailed statistics screen** opens at the **Snapshot** tab. In most instances, this screen contains a circular pie chart (those that do not contain a pie chart contain a timeline).

Figure 163 Detailed Statistics: Pie Chart

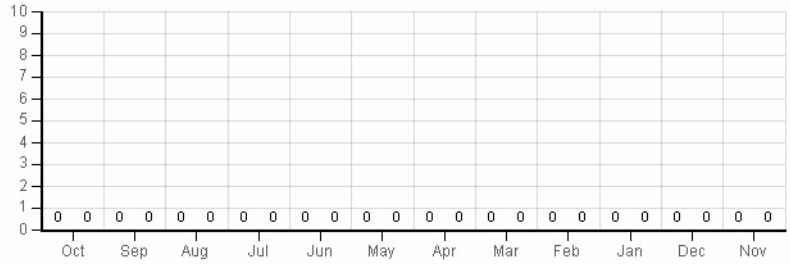


To display information about a segment of the chart, place the mouse pointer over the segment, or an item in the key on the left.

To make a segment more visible by detaching it from the rest of the chart, click on the segment or the corresponding item in the key.

- Screens that do not contain a pie chart contain a timeline.

Figure 164 Detailed Statistics: Timeline

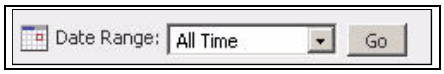


This displays the number of instances on the **y** (up) axis, and the time on the **x** (across) axis.

Note that the timeline runs from right to left; the most recent information is on the left, next to the **y** axis.

- Control the timeline by defining its **Date range**.

Figure 165 Detailed Statistics: Date Range



Select the time period you want to view from the drop-down list. If you select **Custom**, select the start and end dates in the fields that display.

Figure 166 Detailed Statistics: Custom Date Range

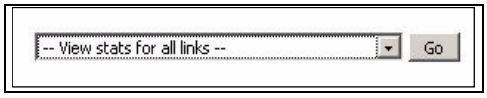
- Beneath the graphical representation of the information in the screen is a list of all the relevant records represented in the pie chart or timeline. Use this list to see each individual record.

Figure 167 Detailed Statistics: Individual Records

Email Address	Date Opened	Opened Email As
email+2268@domain.com	December 12 2007, 3:08 pm	HTML Email
email+735@domain.com	December 12 2007, 3:06 pm	HTML Email
email+1454@domain.com	December 12 2007, 3:04 pm	HTML Email

- Some screens contain a list box that allows you to refine the statistics in the screen. For example, you can see information on all links clicked by recipients, or select a specific link to see statistics. Select the option from the list, then click **Go**.

Figure 168 Detailed Statistics: Refine Lists



III
THE TOOLBAR

This section contains the following chapters:

Using The Home Screen

Using Pinpointe Settings

Using Templates

Configuring User Accounts

Using Tools

Using The Home Screen

This chapter discusses the screen that displays when you click the **Home** link in the toolbar.

Note: This is the screen that displays by default when you log in.

Figure 169 The Home Link

Using the Home Screen

Click **Home** in the toolbar.

Figure 170 The Home Screen

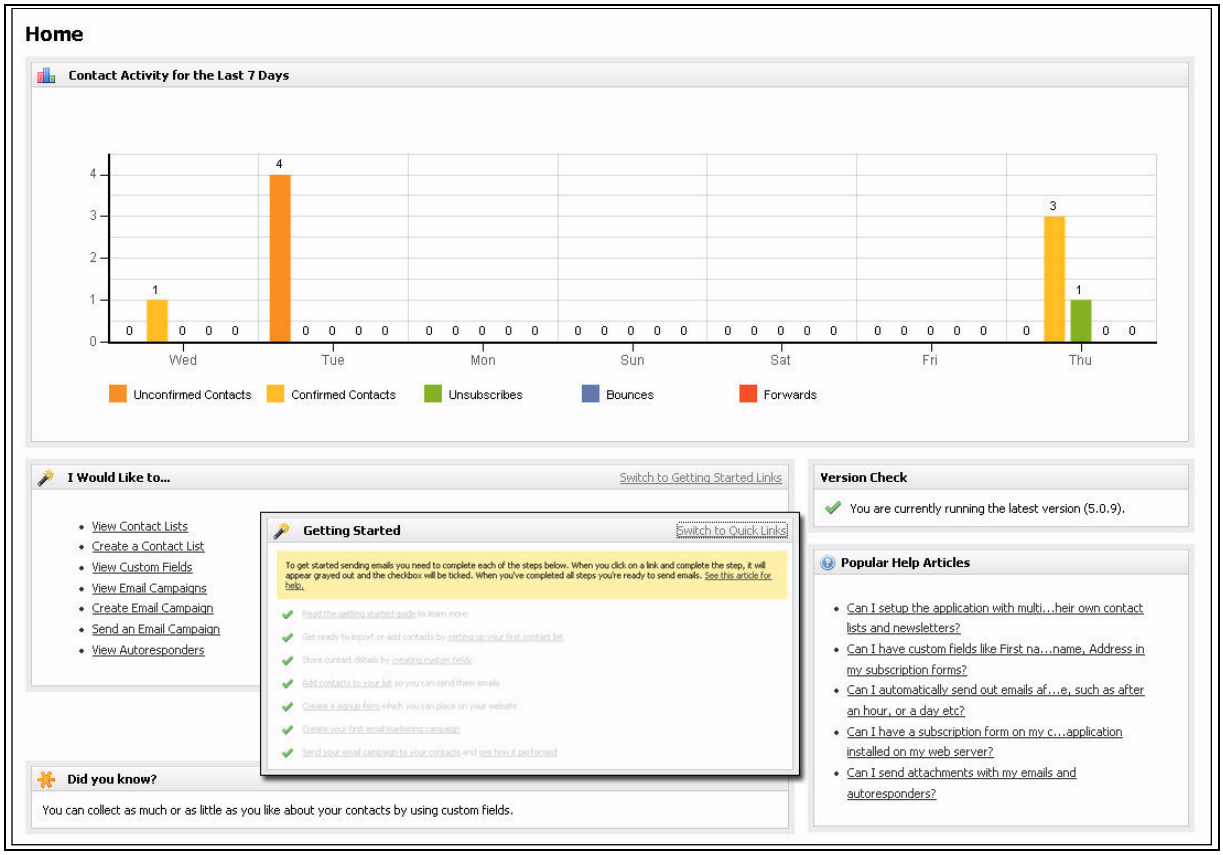

Home
Contact Activity for the Last 7 Days
Wed
Tue
Mon
Sun
Sat
Fri
Thu
Unconfirmed Contacts
Confirmed Contacts
Unsubscribes
Bounces
Forwards
I Would Like to...
Switch to Getting Started Links
View Contact Lists
Create a Contact List
View Custom Fields
View Email Campaigns
Create Email Campaign
Send an Email Campaign
View Autoresponders
Getting Started
Switch to Quick Links
Version Check
You are currently running the latest version (5.0.9).
Popular Help Articles
Can I setup the application with multi...heir own contact lists and newsletters?
Can I have custom fields like First na...name, Address in my subscription forms?
Can I automatically send out emails af...e, such as after an hour, or a day etc?
Can I have a subscription form on my c...application installed on my web server?
Can I send attachments with my emails and autoresponders?
Did you know?
You can collect as much or as little as you like about your contacts by using custom fields.

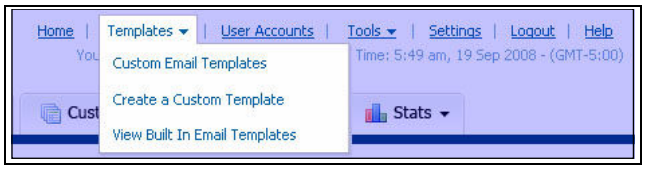
Table 45 The Home Screen

Contact activity for the last seven days	This graph in the upper half of the screen illustrates the activity of your contacts, emails and autoresponders in the last seven days. • **Unconfirmed contacts** are people who have been added to one of your contact lists, but have not yet confirmed that they want to receive emails. • **Confirmed contacts** are people who have confirmed that they want to receive emails (by clicking a link in a confirmation email). You can also confirm contacts yourself. • **Unsubscribes** are people who have removed themselves from one of your lists. • **Bounces** are emails that could not be delivered. • **Forwards** are emails you sent that have subsequently been forwarded by a contact to someone else (using a form you can add to the email).
I would like to	This section displays links to some common tasks. Note: If this section does not display, click **Switch to quick links**.
Getting Started	This section displays a list of tasks that you can take to start sending emails with Pinpointe quickly and easily. Starting at the top of the list, click the links and follow the instructions. Note: If this screen does not display, click **Switch to getting started links**.
Version check	This section displays the version number of Pinpointe you are using, and lets you know if a more recent version is available.
Popular help articles	This section displays links to some useful articles answering common questions about Pinpointe.
Did you know?	This section displays a useful tip about using Pinpointe or fine-tuning your emails. Note: Reload the screen to see a new tip.

Using Templates

This chapter discusses how to use the **Templates** menu in the toolbar.

Figure 182 The Templates Menu



Templates Overview

Templates control the look of your email. They specify which fonts and text colors to use, the background colors and images to display, and the size and shape of the text areas on the user's screen.

How Templates Work

Templates use HTML (HyperText Markup Language) to define your email's aesthetics. The user's email client reads this information and displays the email accordingly. This gives your email the same design flexibility found in HTML web design.

Note: If in doubt, it is strongly advised that you configure email templates to send both HTML and plain text elements (multipart). Some email clients cannot display HTML, and some users turn HTML display off, so it is important to transmit a plain text element as well.

You can assign templates to new email campaigns, or to autoresponders.

Advantages of Templates

Using templates to coordinate your email campaigns confers two main advantages. First, your email is instantly recognizable. You can use templates to define or extend corporate branding by presenting the user with your company's color scheme, logo and associated imagery. Second, your email is consistent. When you use a template for your email campaigns over a period of time, you know that each email you send is based on the same design, and will convey the same message. This is particularly useful when multiple people may be sending out email campaigns from your company.

Built-in and Custom Templates

Pinpointe includes a huge variety of built-in templates, ready for you to use out of the box. They have been designed and tested with interoperability in mind, so they will display correctly in all common HTML email clients.

You can also create your own custom email templates. Either use the included WYSIWYG (What You See Is What You Get) editor, or upload an HTML file from your local computer or a remote URL as the basis for the template.

Testing Your Template

Like Internet browsers, email clients often display email in different ways. What looks correct in one client can look incorrect in another. When you create your own template, use the email validation tool (see Validating an Email) to check that the template displays correctly in a variety of common email clients.

Managing Custom Email Templates

Once you have created a custom email template (see Creating and Editing Custom Email Templates), you can:

- **Delete**: remove the template from Pinpointe. The template cannot be retrieved.
- **Activate**: allow the template to be used for a new email campaign or autoresponder.
- **Deactivate**: prevent the template from being used for a new email campaign or autoresponder.
- **Make Global**: allow all users to use the template, regardless of their privileges.
- **Remove From Global**: allow only certain users to use the template.

  Configure user template privileges in the **User Account > Create User > User Permissions** screen for each user.

You can also **view**, **edit**, or **copy** a template.

To manage a custom email template you already created, click **Templates** in the toolbar, then **Custom email templates**.

Figure 183 Templates: Custom Email Templates

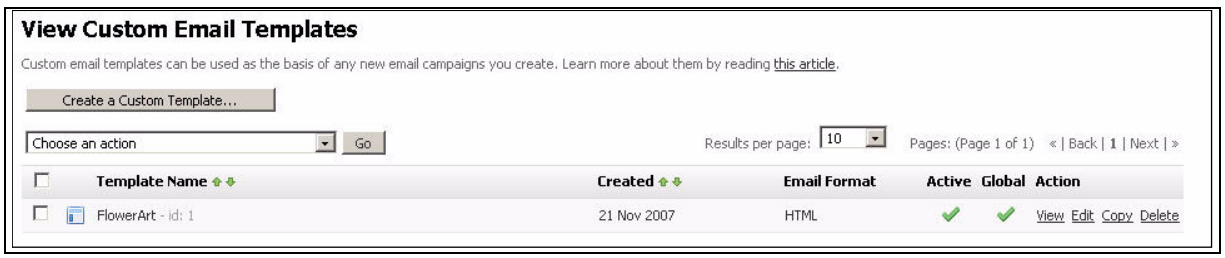

View Custom Email Templates
Custom email templates can be used as the basis of any new email campaigns you create. Learn more about them by reading this article.
Create a Custom Template...
Choose an action
Go
Results per page: 10
Pages: (Page 1 of 1) « | Back | 1 | Next | »
Template Name
Created
Email Format
Active
Global
Action
FlowerArt - id: 1
21 Nov 2007
HTML
View Edit Copy Delete

Table 48 Templates: Custom Email Templates

Create a Custom Template	Click this to go to the **Create a Custom Email Template** screen. See Creating and Editing Custom Email Templates.
Choose an action	Select one or more custom templates, select an option from the list and click **Go** to perform the selected action.
	Select a box belonging to a template before choosing an option from the **Choose an action** list. Select the box at the top of the column to select all custom templates.
Template Name	This displays the name you gave to the template. Click **Edit** to change the name. An identification (**id**) number displays next to the name, indicating the order in which the templates were created.
Created	This displays the date you created the template.
Email Format	• **Text** displays if emails using this template are sent in plain text only. • **HTML** displays if emails using this template are sent in HTML only. • **HTML and Text** displays if emails using this template are sent in multipart form. Note: Multipart emails have both an HTML element and a plain text element. Plain text displays if a user's email client cannot display HTML.
Active	A tick (✔) displays if the template is available to be used for a new email campaign or autoresponder. A cross (✘) displays if the template is not available to be used for a new email campaign or autoresponder.
Global	A tick (✔) displays if all users can use the template. A cross (✘) displays if only the users you allow to may use the template.
Action	• Click **View** to see a full-screen version of the template. • Click **Edit** to update the template. The screens that display are similar to the **Create a Custom Email Template** screens (see Creating and Editing Custom Email Templates). • Click **Copy** to create a new copy of the template. The new template displays, with "Copy of" appended to the original name, and the **id** incremented to the next available number. • Click **Delete** to remove the template from Pinpointe.

Creating and Editing Custom Email Templates

Pinpointe allows you to create custom email templates using the built-in editor. You can build a template from scratch, edit an existing built-in template, or base your template on an HTML file you upload from your computer or a remote URL.

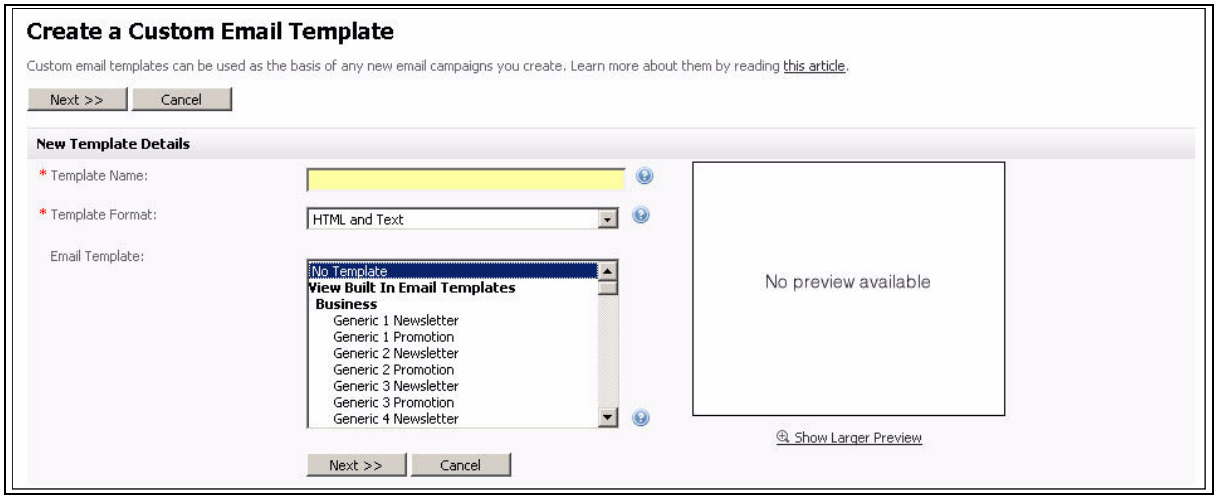
Note: If you want to create a new template based on a custom template you created previously, use the **Templates > Custom email templates** screen to copy the template, then edit the new template. See Managing Custom Email Templates.

Creating a Custom Email Template

Take the following steps to create a custom email template:

1 Click **Templates** in the toolbar and select **Create a custom template**.

Figure 184 Templates: Create a Custom Template



2 Enter a new **Template Name**.

3 Select the type of template you want to create.

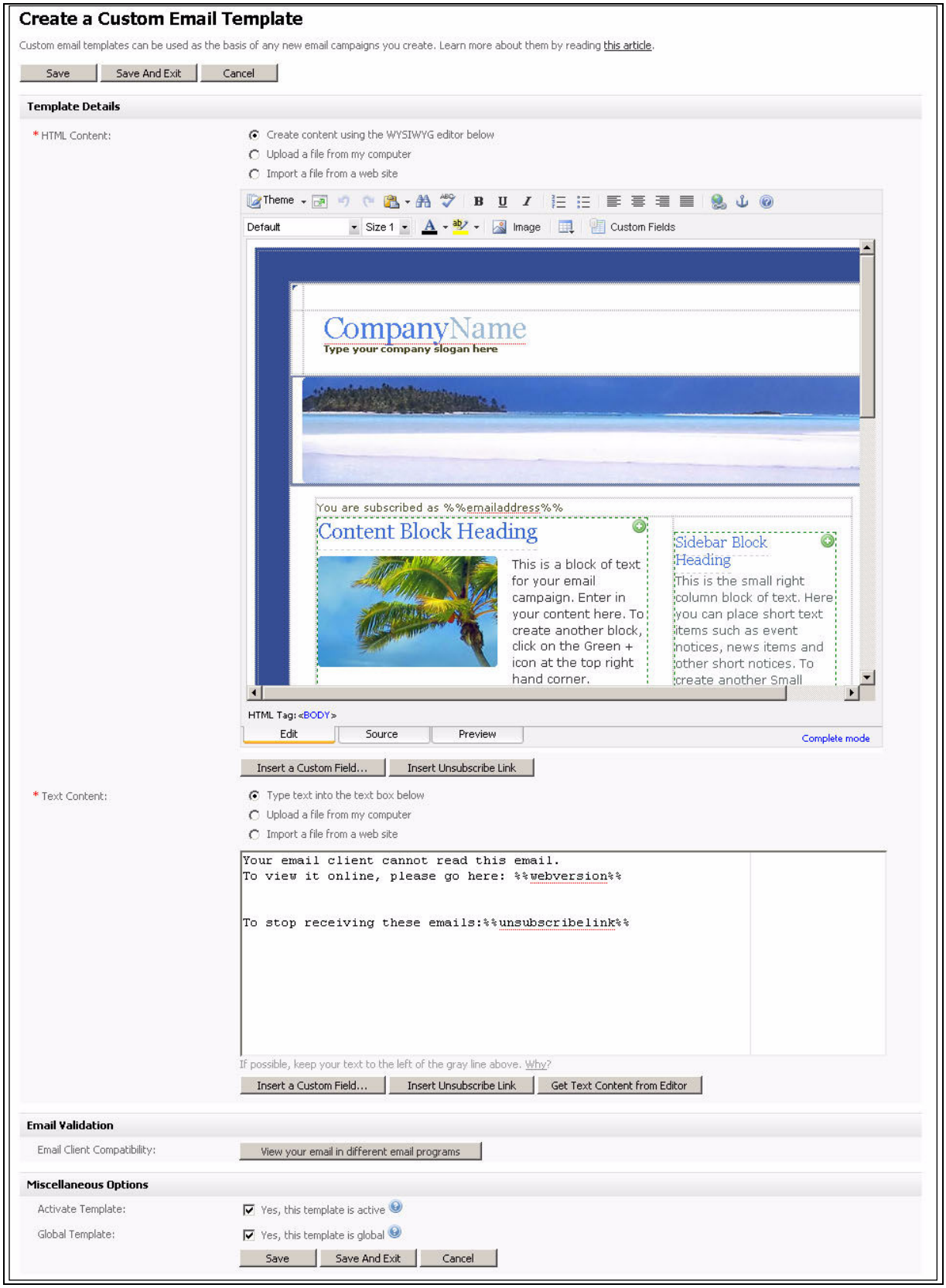
- Select **HTML and Text** if you want emails you send using this template to be sent with both HTML and plain text elements (multipart). Email clients that can display HTML messages use the HTML element, and clients that cannot display HTML use the plain text element.
- Select **Text** if you want emails you send using this template to be sent in plain text only.
- Select **HTML** if you want emails you send using this template to be sent in HTML only. If you select this option, your emails will not display in email clients that cannot display HTML messages.

4 If you want to base this email template on an existing template, select the template in the **Email template** list. A preview of the template displays.

If you do not want to base this email template on an existing template, select **No template** in the **Email template** list.

5 Click **Next**.

Figure 185 The Template Editor


Create a Custom Email Template
Custom email templates can be used as the basis of any new email campaigns you create. Learn more about them by reading this article.
Save
Save And Exit
Cancel
Template Details
* HTML Content:
Create content using the WYSIWYG editor below
Upload a file from my computer
Import a file from a web site
Theme
Default
Size 1
Image
Custom Fields
CompanyName
Type your company slogan here
You are subscribed as %%emailaddress%%
Content Block Heading
This is a block of text for your email campaign. Enter in your content here. To create another block, click on the Green + icon at the top right hand corner.
Sidebar Block Heading
This is the small right column block of text. Here you can place short text items such as event notices, news items and other short notices. To create another Small
HTML Tag: <BODY>
Edit
Source
Preview
Complete mode
Insert a Custom Field...
Insert Unsubscribe Link
* Text Content:
Type text into the text box below
Upload a file from my computer
Import a file from a web site
Your email client cannot read this email.
To view it online, please go here: %%webversion%%
To stop receiving these emails:%%unsubscribelink%%
If possible, keep your text to the left of the gray line above. Why?
Insert a Custom Field...
Insert Unsubscribe Link
Get Text Content from Editor
Email Validation
Email Client Compatibility:
View your email in different email programs
Miscellaneous Options
Activate Template:
Yes, this template is active
Global Template:
Yes, this template is global
Save
Save And Exit
Cancel

Note: If you selected **Text only** in the previous page, the **HTML Content** section in this page does not display. Likewise, if you selected **HTML only**, the **Text Content** section in this page does not display.

6 Customize the HTML template using the editor. See Using the HTML Editor for more information.

7 Customize the text template using the editor. See Using the Text Editor for more information.

8 Check that your template displays correctly in a variety of common email clients. Click **View your email in different email programs**. The **Email Validation** screen displays in a new window (see Validating an Email). When you have finished, close the window.

9 Configure the **Miscellaneous options**.

- Select **Yes, this template is active** if you want the template to be available for use once you have saved it. Otherwise, deselect this option. You can activate the template later.
- Select **Yes, this template is global** if you want the template to be available to all users. If you want to restrict the template to certain users, deselect this option. You can configure individual user's privileges in the **User Account > Create User > User Permissions** screen.

10 Finish the template.

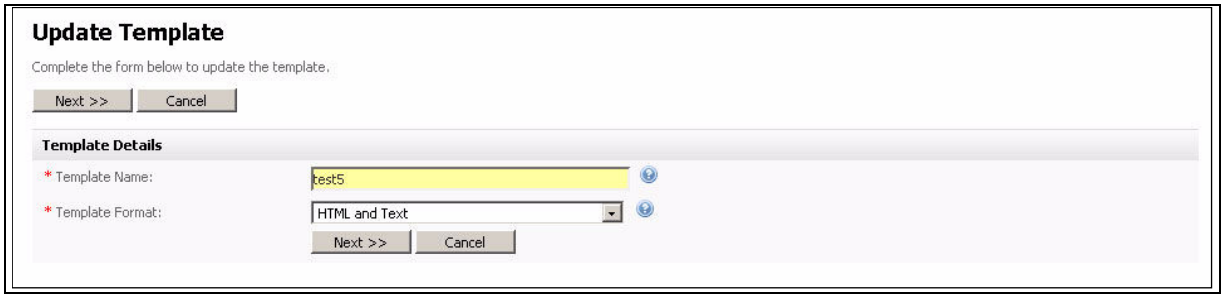
- Click **Save** to save the new template and remain in this screen to make further changes.
- Click **Save and exit** to save the new template and go to the **View Custom Templates** screen (see Managing Custom Email Templates).
- Click **Cancel** to return to the **View Custom Templates** screen without saving the template. Any changes you made are lost.

Editing a Custom Template

Take the following steps to edit an existing template:

1 Click **Templates** in the toolbar and select **Custom email templates**. Click **Edit** next to the template you want to edit. The **Update Template** screen displays.

Figure 186 Custom Email Templates: Update Template



2 Configure the template details.
   - If you want to change the **Template Name,** enter the new name.
   - If you want to change the **Template Format,** select the new format.

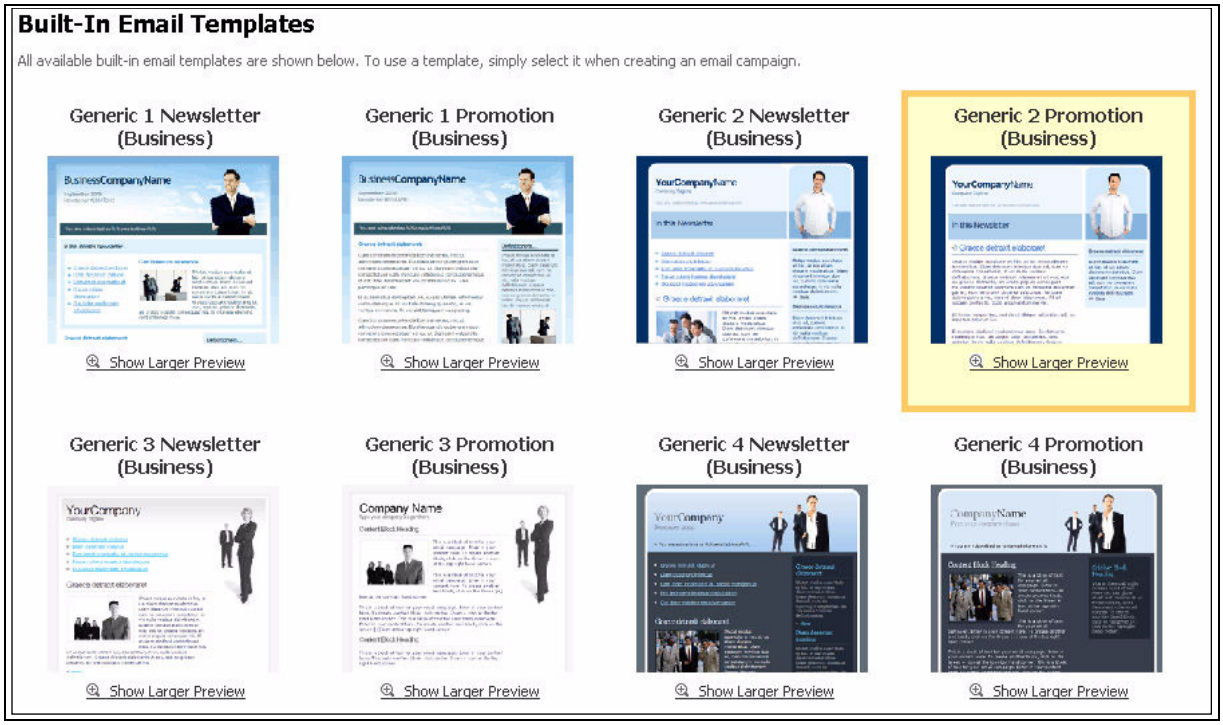
3 Click **Next**. The screen that displays is the same as Figure 185. Follow steps 6 to 10.

Viewing Built-In Email Templates

Pinpointe has a wide variety of built-in email templates designed for different uses.

To view the built-in templates, click **Templates** in the toolbar and select **View built-in templates**.

Figure 187 View Built-in Templates


Built-In Email Templates
All available built-in email templates are shown below. To use a template, simply select it when creating an email campaign.
Generic 1 Newsletter (Business)
Show Larger Preview
Generic 1 Promotion (Business)
Show Larger Preview
Generic 2 Newsletter (Business)
Show Larger Preview
Generic 2 Promotion (Business)
Show Larger Preview
Generic 3 Newsletter (Business)
Show Larger Preview
Generic 3 Promotion (Business)
Show Larger Preview
Generic 4 Newsletter (Business)
Show Larger Preview
Generic 4 Promotion (Business)
Show Larger Preview

- To see a template in full-screen mode, click **Show larger preview** or click the template's thumbnail icon.
- To use a template in an email campaign, click **Email campaigns** > **Create email campaign** and select the template.
- To modify a template for later use in an email campaign, create a new custom template based on the built-in template. See Creating and Editing Custom Email Templates.

IV
TROUBLESHOOTING

This section contains the following chapters:

Troubleshooting

Troubleshooting

This chapter describes some common problems, and their likely solutions. Use this chapter to diagnose and solve problems you may have with Pinpointe.

If you are not sure what effects a certain troubleshooting action will have, contact the relevant administrator or service provider, or get in touch with your software vendor. Make all configuration changes at your own risk!

Note: If you cannot perform a task that you think you should be able to, the most likely reason is that your user account does not have the required privileges. Before you take any other steps, use the **User accounts** screens (see Configuring User Accounts), or check with your organization's Pinpointe administrator.

Problem: I Forgot My Password

1. Go to the login screen (see Logging In to Pinpointe).
2. Click the **Forgot your password?** link.
3. In the screen that displays, enter your **Username**.
4. Click **Send email**. An email is sent to the email address associated with your username in Pinpointe. Follow the instructions in the email.

Problem: I Can't Send Emails

- You may have exceeded the mail quota imposed by your host. This limits the number of emails you may send in a specific period. Check with your host if you are unsure.
- Your host may require that the emails you send have a particular **From** or **Return-Path** (bounce) address, or a specific domain name (for example, any account **@exampledomain.com**). Check with your host.
- Your server's IP address may have been blacklisted. This can happen if emails from the server appear to be spam. You can use an online service to check whether your server's IP is blacklisted, for example the Anti-Abuse Project's multi-RBL (Real-time BlackList) check, at the following URL:

  ```
  http://www.anti-abuse.org/multi-rbl-check/
  ```

- If you are using a third-party SMTP server, check to ensure that your server, login and port details are correct. Also, ensure that you are allowed to make connections to remote servers on the desired port. Firewall restrictions on outgoing connections may disallow the **fsockopen** PHP function.

Problem: I Can't Import Contacts from a CSV File

- You may not have permission to upload contacts from a CSV file. To change a user's permissions, use the **Export contacts to a file** checkbox in the **User accounts** > **Edit** > **User permissions** screen.
- Your CSV file may be incompatibly formatted. Check the CSV formatting to ensure that it can be read by Pinpointe. Check that the information in your CSV file is correctly formatted:

1. Each entry must be on a new line; one line of details per contact.
2. There must be no blank lines.
3. The number of fields in each contact's entry must be consistent.

Note: Make sure you are using a CSV file and not an Excel (or other spreadsheet) file.

- Your CSV file may contain information that breaches Pinpointe's content type rules. For example, if some of the email address with which you want to populate **Email address** fields in your contact list do not follow a correct email address convention, the data may be rejected.
- Your CSV file may be too large. Break the file into two halves and upload both.
- PHP on Pinpointe server may be in safe mode. Check with your server administrator.

Problem: I'm Having Trouble with the WYSIWYG (HTML) Editor

Check that the HTML code you are using is valid. You can use an online service such as the World Wide Web Consortium's HTML validator tool, available at the following URL:

```
http://validator.w3.org/
```

Make sure that the browser you are using to edit your template, email or autoresponder does not have the **Skype toolbar**, **Skype add-on** or **RealPlayer toolbar** installed. If you have any of these installed, disable or uninstall them. They can adversely affect the HTML code in the editor.

Problem: I Want to Add a Contact to Multiple Contact Lists

You cannot add a contact to multiple lists using Pinpointe interface. However, you can create a website form that allows a user to join multiple contact lists.

1. Click **Forms** > **Create website form**.
2. Select multiple contact lists in the **Contact lists/custom fields** section.
3. Ensure that the **List choices** field appears in the **Change field order (drag & drop)** section.

See Creating and Editing Forms.